

THE

QUILL

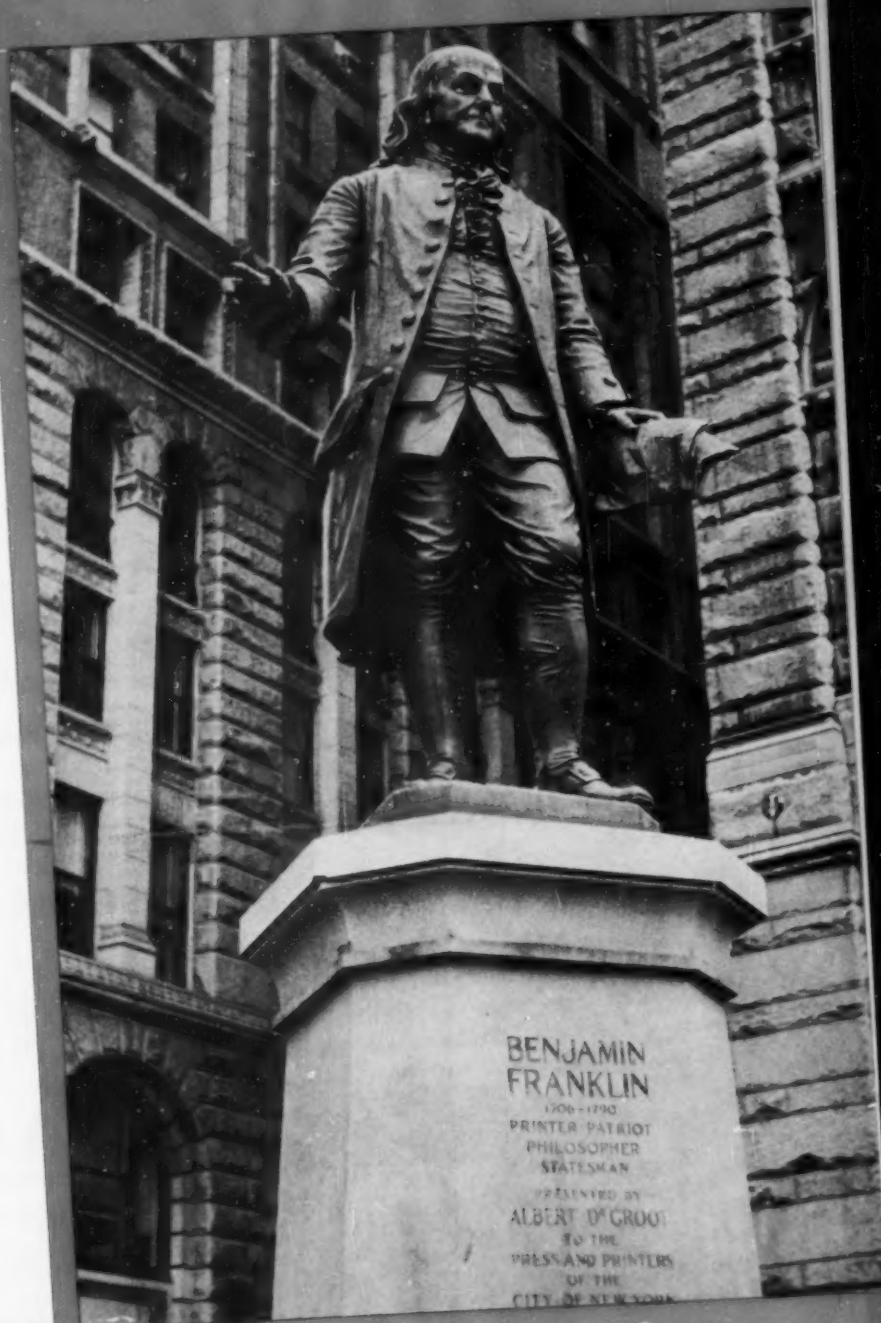
April, 1959

NEW YORK
CITY ISSUE

Best Spot Pictures
Pages 26-27

News Magazines
Page 22

Covering The
United Nations
Page 14



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Sinclair's Public Service Program Continues to Win Wide Acclaim

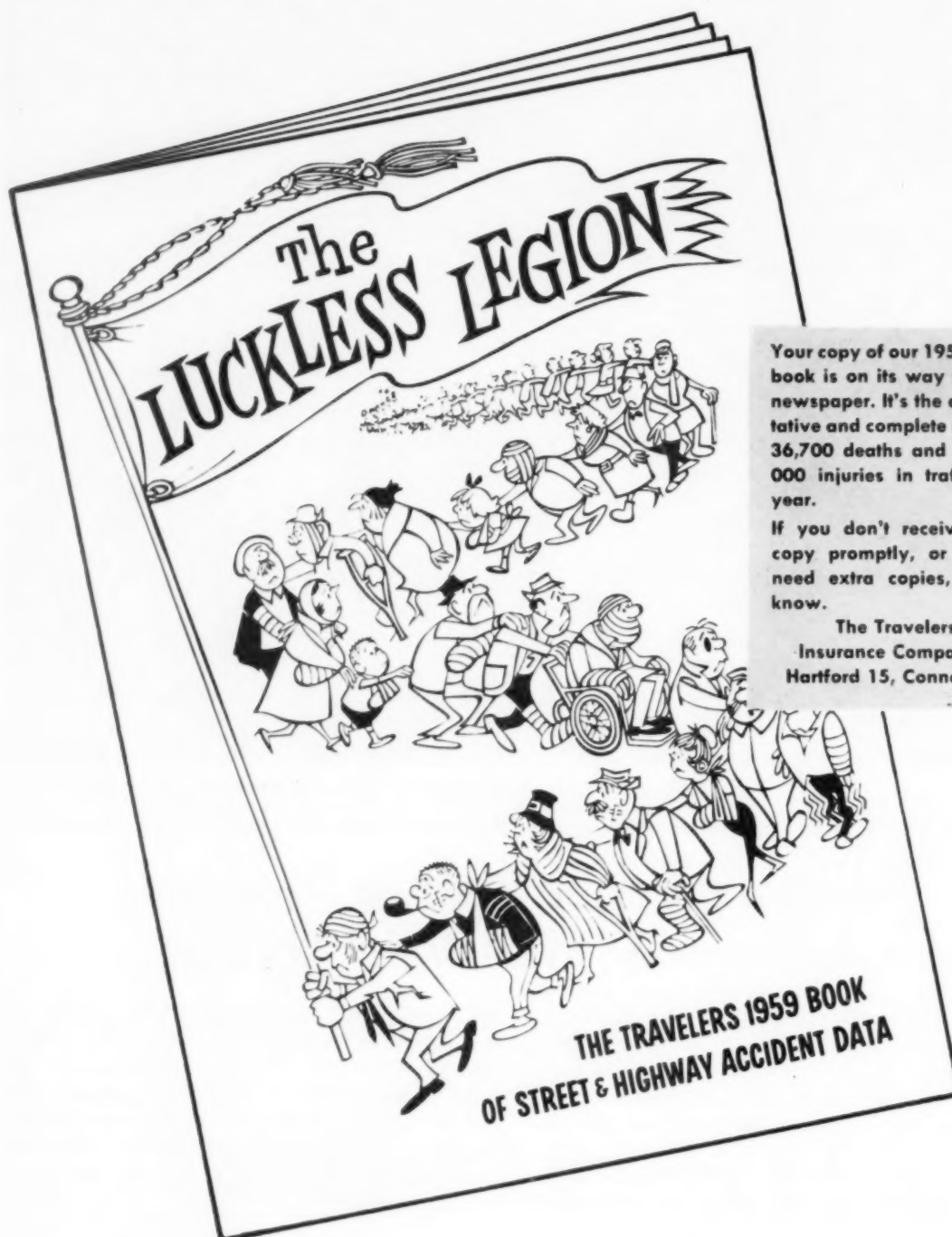
Now in its fifth year, Sinclair's public service program has won continuing praise from the nation's leading senators, governors, congressmen, editors, educators and conservationists, and public commendation from important civic, business, farm, garden, travel and patriotic organizations.

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CARTOONIST OF THE MONTH

John R. Fischetti, whose cartoon drawn especially for *THE QUILL* appears on the editorial page, has won two Sigma Delta Chi awards for his cartoons, in 1953 and 1955. In 1952 he won the National Headliners' Club medal and in 1957 the National Safety Council award.



John R. Fischetti He has been an editorial cartoonist for NEA Service since 1950 and is a contributor to *Punch* magazine. He served three and a half years in the Army during World War II, and the last year of his service was on the staff of *Stars and Stripes*. His first political cartoons were done for the Chicago *Sun*. For two years he drew two cartoons a week for the New York *Herald Tribune*. He has had ten years experience as a free lance artist and his first professional drawing was done at the Walt Disney Studios in Burbank, Calif. He is married, has two sons and lives in Cos Cob, Conn.

THE QUILL for April, 1959

NATIONAL OBJECTIVE: "TO ANOTHER FIFTY YEARS OF TALENT, ENERGY, TRUTH"

THE QUILL

A Magazine for Journalists—Founded 1912

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APRIL, 1959—Vol. XLVII, No. 4

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The statue of Benjamin Franklin, one of America's first journalists, is a landmark on Park Row in New York City. The cover picture was taken by Ed Wergeles of Newsweek magazine.

LOOK FOR IT NEXT MONTH

CUBA'S WAR OF THE CATHRODES
By Gene Strul

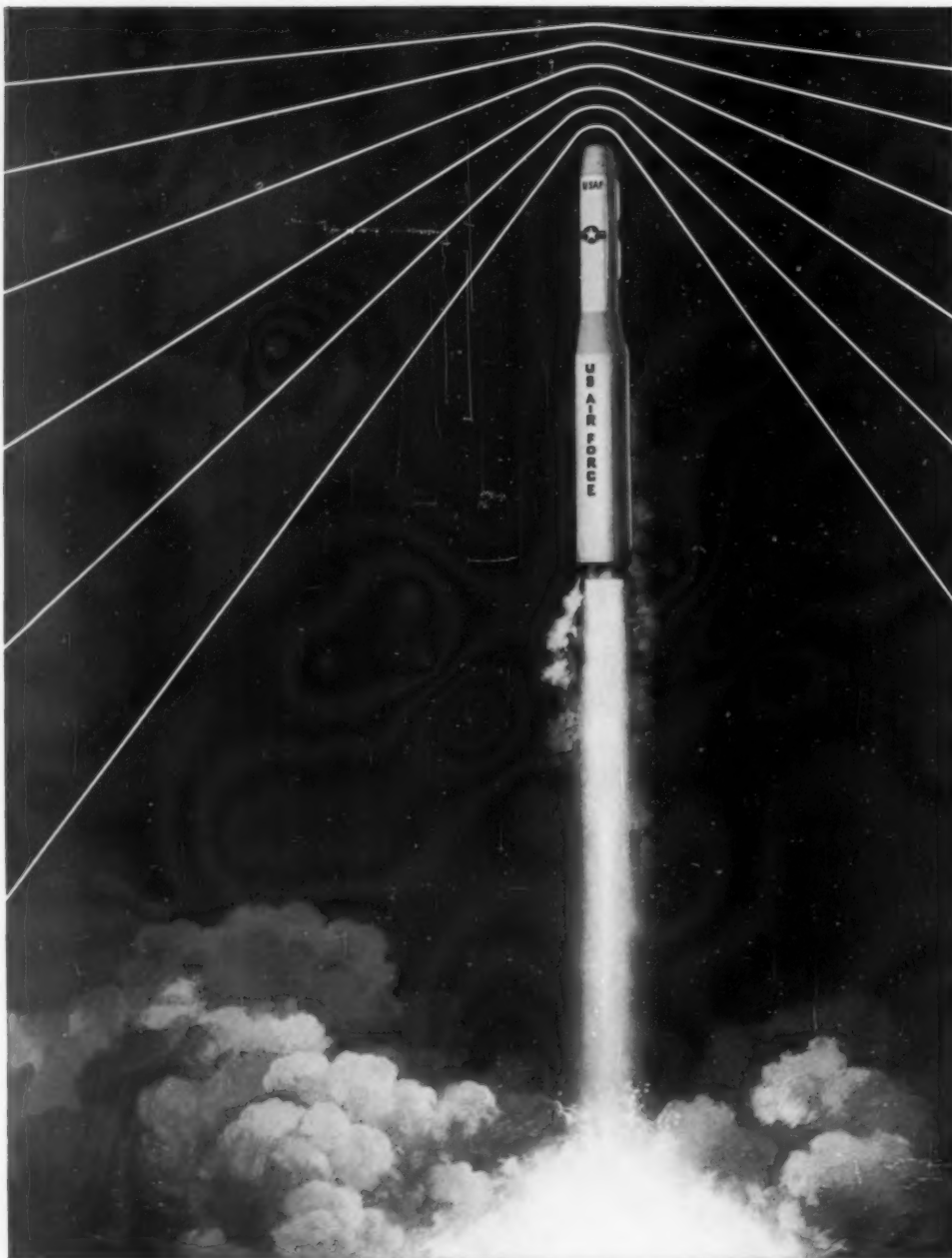
COVERING A UNICAMERAL LEGISLATURE
By Gilbert M. Savery

EDITORIAL PAGE VIGOR
By Joseph N. Freudenberger

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SUBSCRIPTION RATES—One year, \$5.00; single copies, 50c. When changing an address, give the old address as well as the new and send to *THE QUILL*, 35 East Wacker Drive, Chicago 1, Ill. Allow one month for address change to take effect.

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An Industry That Takes "Time Out" To Be Courteous

Ever have a flat tire or run out of gas miles from a service station and have a truck driver stop to help you?

If so, you understand perfectly what is meant when it's said that the trucking industry is an industry that takes "time out" to be courteous. And it's plain to see, too, why truck drivers are often referred to as gentlemen of the highways.

Courtesy is one of a number of basic subjects

given top billing in truck driver training programs all over America. In addition to helping stranded motorists, it involves the conscientious use of signals, giving the other fellow the right of way, maintaining the proper mental attitude.

The industry's emphasis on courtesy and safe driving practices helps explain the splendid safety record of the nation's over-the-highway truck drivers.



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EDITORIALS

New York

WE hope this New York issue of *THE QUILL* helps Sigma Delta Chis all over the country get better acquainted with their brothers working in New York. We have tried to show that what they do is not so much different from the way news work is done in Chicago, or San Francisco or Jacksonville. There are just more of us.

In fact there are so many more of us here in New York that the Deadline Club, New York City's professional chapter, producer of this issue, couldn't begin to cover all the publications and businesses that make up the world of news and journalism in New York.

We've taken a rather close look at many aspects of reporting and publishing. We've had to take a cross section, rather than cover everything. That would have made a book longer than "Gone With the Wind."

● We would like to have spent some time writing about business news reporting, the feature magazines, about the extensive trade press organizations, the growing house organ profession, and the mark that Sigma Delta Chis are making in public relations, publicity, and advertising. But to have covered much more than we did in one issue would have resulted in a kind of directory, where everything is listed, from A to Z and perhaps beyond.

We've given you a peek at New York's journalistic arena. There's much more to be seen, of course, and we hope you'll come around and spend some time with us at national convention time in 1960, when we'll show you the works.

Good Advice

ALL Americans are proud that their press is just about the most free in the world, as well as the most honest, the most responsible and the most incorruptible. Sigma Delta Chis of course are proud of the part they've played in making it so. Also in the fact that the ideals of the fraternity provide considerable inspiration for all the press. In fact, we have begun to feel quite superior to the journalists of foreign countries.

So along comes V. M. Newton, managing editor of the *Tampa Morning Tribune*, with a provocative thought:

"I think too many of us are prone to sniff at the way the foreign press conducts itself. We sneer at government censorship. We frown on the subsidies that so often are paid to foreign editors, sometimes by governments and sometimes by private interests.

● "Yet what do we do about it? Absolutely nothing, when we should shoulder our responsibilities, and through close association, sponsor the American story of freedom of the press."

Newton thinks, and many of us will agree, that Sigma Delta Chi is ideally fitted for this task. As a starter, he thinks a chapter should be formed in Havana, and then in other Latin American cities. And why not in Europe, Africa, Asia and Australia, too. And Canada? Why keep freedom of the press exclusive?

J. WENDELL SETHER



Drawn for THE QUILL by John Fischetti, N.E.A. Service

"That's exactly what I want to see—the 'nothing' that's in there."

Right or Privilege?

IN a letter to *THE QUILL*, Paul Gapp, of the staff of the *Chicago Daily News*, raises the question of whether the press should be concerned about the Marie Torre contempt of court sentence. Inherent in his question is the issue of whether a reporter, whether he work for a newspaper or a radio or television station, should have the legal right to refuse to divulge a news source.

Those who support the affirmative insist that the reporter, in serving the public, is in the same category with the lawyer and doctor. The opposite argument is that a responsible reporter has no legal justification for such a refusal, which, they add, may obstruct justice.

● Strangely enough, no one seems to dispute the moral obligation of the reporter to protect his news sources. The debate centers on the question of whether this moral responsibility should be recognized in the statute books. I am not persuaded that freedom of the press is at stake, or that it should be injected into the debate. Nor am I convinced that enactment of a statute is the best remedy.

Certainly it is the privilege of every reporter to decide whether his moral obligation can best be discharged by refusing to divulge his sources, or whether justice would be thwarted by his refusal. I am raising the question of whether his position would be strengthened if he is given legal immunity. My own experience suggests that it would not. In cases involving this issue, as in many others, the press' best defense is vigorous insistence upon the right to answer the moral question at stake for itself and the willingness to accept the consequences of its decision.

CHARLES C. CLAYTON

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The pulse of a great city is felt here at the New York Times' City Desk.

News Rivalry Is Keen In Nation's Biggest City

By FRANK DUFFEY

NEW YORK is a newspaper town. Its eight million residents are served by seven television stations, eleven AM-FM radio stations, eleven more AM-only stations and still another eight FM-only stations.

In Manhattan alone there are 240 stage and movie theaters. This one borough's restaurants, night clubs and taverns take up thirty-five pages in the telephone directory.

This city is the home of well over two thousand publishers and publications. There's plenty to see, hear, read, do, eat and drink in New York.

But yet, New York is a newspaper town.

● The newspapers are the threads that tie together the diverse activities of the millions who make up a city noted for its hustling, energetic, wearying pace. It's easy to be a nobody among so many people; just reading a paper

helps a reader feel he's a part of the city. Maybe that's why it's not surprising to see both bums and bosses fishing used newspapers out of trash cans.

● Anyone who needs convincing of this role of the newspapers need only picture the following:

—A drop in the usual grist of news from the mayor's office, such as releases on appointments, law revisions, and similar announcements.

—Some curtailment in the number of "delegations" appearing at City Hall in hopes of using it as a publicity sounding board.

—The calling of fewer public hearings.

—A drop in income for many charities.

—Job hunting and filling nearly halted.

—Fewer mourners at funerals.

—Many businesses reporting serious declines during a Christmas shopping period. Others reporting good business but bemoaning a belief that it could have been much better.

● These were just a few of the examples of strike effects gathered last December by eighty students of Columbia University's Graduate School of Journalism on the eighth day of a nineteen-day tie-up, longest newspaper strike in the city's history.

The Columbia report found that one

of the most "arresting discoveries" was that "the complex machinery of big city government was found to be slowed down without the spotlight of publicity."

● The report drew a qualified denial from William Peer, executive secretary to Mayor Robert F. Wagner. He agreed that a number of routine announcements had been held up to get greater circulation after the strike, but said that otherwise city government ran as usual and that all scheduled hearings were held.

One City Hall reporter who remained on duty during the strike agreed that there was some slowdown in public affairs, but attributed it more to the lack of newspapers than the city government itself. Reporters without space were less inclined to "dig" during the strike for the sort of stories that can result in public action, he contended.



FRANK DUFFEY

BEHIND THE BYLINE

Frank Duffey, a graduate of Marquette University in 1949, was a police reporter for the Milwaukee Journal while still in college. He continued at the Journal as reporter, and later desk man, after graduation. He joined Carl Byoir and Associates as public relations man in 1953.



This out-of-town newspapers stand did a land-office business as New Yorkers, their own big daily newspapers shut down by a Newspaper and Mail Deliverers Union strike, looked for temporary ways to fill the gap.

Nevertheless, to the young brides whose wedding announcements failed to appear, to the job-seekers with no classified ads to follow, to the friends of the dead who hadn't read of death, to the businessman, the theater crowd, to almost everyone in some way—the strike represented a “drying up” of the city.

● More telling effects might have been witnessed in the governmental area had the strike not occurred in a period when things are normally at a slight holiday ebb.

The deliverers' union strike is no longer news, of course. The nine major dailies have been back in action since December 29, turning out about 5,700,000 copies a day. The suburban commuters and the subway straphangers have gotten back to devouring the *Daily News*, *Times*, *Herald-Tribune* and *Mirror* in the morning, and the *Journal-American*, *Post* and *World-Telegram* at night. Two Long Island evening papers, the *Star-Journal* and the *Press*, complete the big nine whose absence left New York with no major local daily, except for the two business papers, the *Wall Street Journal* and the *Journal of Commerce*.

Most New York newspaper readers probably forgot quickly the impact of the newspaper strike in the busy Christmas shopping period. Their normally heavy appetite for the news was no doubt satisfied by a run of spectacularly newsworthy stories that started with the return of the papers. The almost identical kidnappings of two infants, and the joyful finding of each, unharmed, followed closely on one another.

A new governor, Nelson Rockefeller, pulled some surprising tax rabbits out of his new political hat. Nationally, the President tossed a balanced budget at a Democrat-heavy Congress. Internationally, Fidel Castro rolled into Ha-

vana and the Soviets (although some had said it couldn't be done) launched both Lunik and Mikoyan.

Such a hearty diet of news in a short time certainly brought readers back to their newspapers quickly and dimmed the memory of the strike. But in the weeks since its end, many newspapermen and industry observers have been reflecting on a big city without newspapers. They have tried to evaluate the role of newspapers in a city loaded with every type of information and entertainment media.

● Although the strike hurt the newspapers badly—an estimated \$25,000,000 loss in advertising revenues and a \$5,000,000 wage loss for employees—the stoppage served to emphasize some points. For one, newspapers are still the most important communicators of information upon which people act.

“During the strike, the city seemed to die,” said Arthur Hays Sulzberger, publisher and chairman of the board of the *New York Times*. He pointed out that many public officials, businessmen and other leaders rely on the newspapers as aids in making decisions.

“I received many letters after the strike from persons who described the difficulty of just carrying on, without

(Turn to page 37)

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It was Andy Tully who first discovered in print that "diplomacy is simply ward-heeling in top hats."

If that is so, the United Nations press corps covers the world's biggest precinct—the world itself.

Diplomats from eighty-two countries, spilling out millions of words in five languages at each session of a hundred different organizations—texts by the barrelful and resolutions ad nauseum—Dag Hammarskjöld's "quiet diplomacy" contrasted with the self-promotion of publicity-wise local politicians spending an off-year in the international world—back-stage talks at delegation headquarters, in lounges, at cocktail parties, and even a history-making get-together between United States and Soviet diplomats in a men's room—and speeches, speeches, speeches!

That is the U. N. beat.

It makes you share the witty wonderment of Canada's Lester B. (Mike) Pearson: "Which is the greater good for mankind, freedom of speech or freedom from speeches? And which is the greater underdeveloped territory, that of the map or that of the mind?"

The big glass building and its beehive of activity on New York's East River are covered by what well may be the world's most specialized press corps. Its members live on the job probably more than a State House or Capitol correspondent. They deal with their news sources under a single roof, eating and drinking with them in what has been described as physically the world's best working club.

● If there were space, it is likely that the correspondents—and delegates—at times would elect to do their sleeping on the job, too.

In 1956, during the "double-header" crisis of Suez and Hungary, a U. N. watchword was coined in the press section: "Good, steady 9:00 to 5:00 hours

News With Global

By **BRUCE W. MUNN**

as a U. N. correspondent," they used to say . . . "9 a.m. to 5 a.m., that is."

● And a good many nights during a gruelling two-month period, that was almost literally correct. The Security Council met at 3 a.m. one day. Delegates and newsmen left an Assembly session after dawn of a Sunday morning and were back for another at two in the afternoon.

That's the nature of this journalistic beast. It's more or less a feast-or-famine assignment. There is either not enough to do or it is all jammed into man-killing hours over a short stretch—usually at the end of the year.

However, few correspondents are eager to leave the job.

For last year's General Assembly session, there were 446 newsmen accredited to the U. N. Office of Public Information from forty-seven countries. Another ninety-two, representing twenty-five countries, were accredited for radio and television.

The United States led in numbers accredited—204 press newsmen and fifty-five radio and television folk. Britain, with twenty-seven; Japan, with twenty-two; Russia, with eighteen; Israel, with thirteen, and France, with twelve, were others who had large journalistic delegations.

● The hard core of U. N. correspondents pares down to the two hundred or so who belong to the ten-year-old U. N. Correspondents Association, a rather elite group which limits membership to journalists who regularly cover the world organization.

Many reporters double in brass by covering both the U. N. and New York. Some foreign correspondents are regular commuters between New York and Washington, being assigned both to the world and national capitals.

The presence of United Nations Headquarters on the New York City scene has made this mighty metropolis a center of international journalism. U. N. buildings are seen in the foreground.

The New York Times' Tom Hamilton, Max Harrelson of the *Associated Press*, and Pete Huss of *Hearst Headline Service* have been on the U. N. run for thirteen years. *United Press International* has kept its chief correspondent on the same job for better than ten years.

Many of the bigger "nationals" maintain staffs at U. N. Standard by-liners from the East River are Al Goldstein of the *St. Louis Post-Dispatch*, Milt Freudenheim of the *Chicago Daily News*, Bill Fulton of the *Chicago Tribune*, Bill Frye of the *Christian Science Monitor*, Joe Kaye of the *Kansas City Star*, and the New York specials—Hamilton and a big staff, John Molleson of the *Herald Tribune*, Joe Lash of the *Post* and Pete Wallenberg of the *Daily News*.

● Behind the signers from the better-known papers are regular staffers from representative publications such as the *AFL-CIO News*, *America*, *France-Amerique*, *Greenwich*, *Connecticut*, *Time*, the *Pittsburgh Courier*, the *Quincy*, *Massachusetts*, *Patriot-Ledger*, the *Voice of America* and *Radio Free Europe*, to name a few.

From abroad, the major agencies are well-represented: *Reuters* from Britain, *Agence France-Presse* from France, *Tass* from Russia, *Ceteka* from Czechoslovakia, *Polpress* from Poland, *DPA* from Germany, *ANSA* from Italy and *Jiji* and *Kyodo* from Japan.

Radio and TV have their share of personalities in the U. N. press corps. The *National Broadcasting Company's* Pauline Frederick is the U. N. correspondents Association's president. Larry Le Sueur has been the *Columbia Broadcasting System's* observer for a decade. *American Broadcasting Company* is represented by veteran John Mac Vane.

Such far-flung transmitters as Canadian and British Broadcasting Companies, Radio Moscow, Radio Belgrade, Kol Israel and Radio Monte Carlo also keep correspondents on the scene.

These people are specialists, but the most diversified specialists the profession has known.



Impact

Today, they are experts on the Middle East when the Security Council takes up a dispute between Israel and one of the Arab countries. Tomorrow, they are specialists on Trusteeship problems when the Trusteeship Council debates the future of Tanganyika. The day after tomorrow, they may turn to Human Rights, to Technical Assistance, to care of mothers and children (UNICEF), international banking, disarmament, nuclear weapons or just a simple complexity like measures against surprise attack.

It well may be true that a good newspaperman is a person who knows a little about a great number of things and not very much about anything. (It may also explain why so many diplomats began as newspapermen.)

- It used to be that a diplomatic reporter could be made out of a basic educational background heavy on history and political science. But the old order changeth.

History and political science, by all means, are prerequisites for a good U. N. correspondent. But the world's development has brought increased emphasis on economic and social problems and the reporter who once was baffled

BEHIND THE BYLINE

Bruce W. Munn is a twenty-one-year veteran of *United Press International*. For the past ten years he has been chief of the bureau for *UPI* at the United Nations. His career with the old *United Press* started in Philadelphia in 1938, where he first gained attention as a science writer. He moved to the New York war desk in 1941, went overseas as a war correspondent in 1944, and wound up the hostilities as SHAEF correspondent in Paris. He returned to London and spent three years as *UP* London bureau manager. He is a 1933 graduate of Temple University, married, father of a daughter, and commutes to the UN daily from suburban Teaneck, New Jersey.



Bruce Munn, United Press International's chief United Nations correspondent, talks with U. N. Secretary-General Dag Hammarskjöld at U. N. Headquarters.

by arbitrage and international finance, by economic charts and trends, would find the going rough in the world organization.

- Even more important, as the world spins on and sputniks spin around it, is a solid basis in science. More and more, the world of science mingles with the world of diplomacy. The U. N.'s latest hopeful baby is the ambitious project of the International Atomic Energy Agency, housed in Vienna.

At Geneva right now, there's little difficulty in agreeing on the desirability of stopping nuclear weapons tests, the problem is how to work out a foolproof scientific detection system. The diplomatic correspondent should be familiar with both ends of the stick.

There are those who argue that world diplomacy now is more or less at a standstill because science has outstripped the diplomatic arts. Some experts feel that the only persons standing a reasonable chance of survival in an atomic war would be those travelling in space at the time the war breaks out.

- Some argue that the diplomat can no longer count on war as his ace-in-the-hole in negotiations. A major war would be mass suicide, so no power is likely to start one deliberately, maybe. The diplomatic correspondent must have at least a rudimentary knowledge of the scientific wonders that these days are part of the diplomatic world.

At the U. N. the newsman is expected by a good many editors to be expert in all things. How do they get that way?

One good way is through the U. N.'s able Office of Public Information.

It was recognized at the U. N.'s start in San Francisco that the organization, possibly more than any other of man's

creations, depended upon a close relationship with the public as its lifeblood. So a sizable chunk of the budget—\$5,341,000 of this year's total of \$59,600,000—nourishes the OPI.

That five million covers a multitude of OPI operations—press, radio, television, news pictures (still and motion), information centers outside the East River headquarters, U. N. publications, and the guided tour service for the sprawling buildings that have become New York's number one paid tourist attraction.

- Actually, little more than a tenth of the 382 employes on the OPI payroll cater to correspondents, whose professional needs vary from country to country.

These secretariat members, recruited on a geographic basis, do a specialized job in a close personal relationship with the newsmen on the assignment.

Under the guidance of Wilder Foote and Matt Gordon, who learned their trade in American journalism, the U. N. press officers work closely with correspondents to provide information on all facets of the world organization. Gordon likens it to a city staff organized on an international basis.

In every U. N. meeting there is a press officer, usually providing a running and impartial account of the session, take by take, to supplement what the correspondent can hear in his own office through the simultaneous translation system piped directly to his desk.

- If Indonesia reopens the West Irian case, or India moves again to put Antarctica under the U. N. trusteeship system, or Panama presses anew for calendar reform, the OPI will turn up

(Turn to page 38)

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New York—Journalism Education Center

By NORTH CALLAHAN

NEW YORK CITY has been called "the journalistic capital of the world." One of the reasons for this designation is its widespread and renowned opportunities for education in journalism, headed by the Graduate School of Journalism of Columbia University, founded by Joseph Pulitzer.

The New York University Department of Journalism is currently celebrating inception there February 5 of the only undergraduate chapter of Sigma Delta Chi in the metropolitan area, recently approved by the Sigma Delta Chi national convention. New York University is the largest privately-supported university in the United States.

- Situated uptown on the picturesque campus of Columbia University, its Graduate School of Journalism is known nationally for its varied, advanced education in journalism and for its graduates in every major field of the profession. The school was founded in 1912 with bequests from the will of the late Joseph Pulitzer. It has been a graduate school since 1935, offering to seventy students each year—selected from many applicants—a concentrated course of professional training designed to draw heavily on their undergraduate education in the liberal arts.

Former President Harry S. Truman addresses a journalism class at Columbia University. The window in the background once was in the old New York World building.

New York City is a news laboratory used by the students. Journalists from the metropolitan newspapers, news magazines and press services serve as instructors. The students get this professional instruction plus experience in writing, reporting, editing, interviewing and research.

- Daytime hours of the Columbia graduate student in journalism are filled by his school, and he is called upon occasionally for night assignments. In this practical activity, he is supervised and given individual attention by the practicing teacher-journalists. Seminars are offered on the problems of publishing smaller dailies, as well as for writing for radio and television.

Dean Edward W. Barrett of the Graduate School has announced a new program designed to provide journalism students with a broader and deeper understanding of underlying currents in the news, under the guidance of leading scholars. The course should "enable the young journalist to see an event as it emerges from the stream of current history," he says.

- The New York University Department of Journalism is located in historic Washington Square, toward the

The School of Journalism Building on the Columbia University campus in New York stands as one of the best known symbols in America of sound academic and professional education for journalism. The building was erected in 1912 with funds provided in the will of Joseph Pulitzer, famed publisher of the New York World.

lower part of Manhattan, where Fifth Avenue begins. It began in 1910 with fifteen students and one instructor, Dr. James Melvin Lee. Today the Department has eleven faculty members, six of whom are full-time teachers, five part-time instructors from the professional field. Present student enrollment in the department is approximately 250. Professor Hillier Kriehbaum is department chairman.

An integrated program with closely related departments offers richer opportunities to students interested in all phases of communication arts.

- NYU journalism majors may follow any one of five specialized programs: business and industrial journalism; magazine work; newspaper business department work; newspaper editorial department work; and public relations. Besides the regular faculty, outstanding individuals from major fields of journalism in New York instruct students in both theory and practice. Trips are made to newspapers, radio and television stations, magazine offices and public relations organizations.



The Journalism Division of Fordham University is designed to provide, within the framework of the traditional liberal arts education, the background and basic skills believed essential for the student intending to make a career of newspaper work. The division is part of the Department of Communication Arts.

● The Fordham program begins in the sophomore year when all Communication Arts students take the course entitled, "Introduction to Mass Communication." The course gives a broad survey of the communications field with the aim of aiding students to decide in which specific area they will concentrate later. Two hours of this course each week are devoted to such considerations as language study, face-to-face discourse, origin and development of mass media, characteristics of newspaper, radio, television and films; and international communications. Another hour is devoted to group dynamics, in which student panels discuss freedom of the press, status of radio, pay television etc.

In the sophomore year at Fordham, students go off campus for interviews and to cover stories; process and broadcast news over the educational radio station, WFUV-FM; and present sketches and one-act plays.

● At Long Island University in Brooklyn, the Journalism Department is now ten years old. Some twenty-five students are enrolled, and emphasis, according to Jacob H. Jaffee, head of the department, is on a liberal education. In the first two years of the program, attention is centered on non-journalism subjects, including languages, science, mathematics, English, economics, political science and history. Half of the journalism courses are offered one year, the others the next, on an alternating basis. These include news reporting, news editing and makeup, magazine writing and editing, public relations, radio-TV news writing, press law and history, besides the introduction to journalism.

● Two of the staff teach full time at LIU, the others being drawn from working New York City journalists, who must be good teachers as well as having knowledge of their respective fields. The department boasts of an unusually good library of journalistic volumes as well as those on general subjects.

The journalism program at Hunter College of the City of New York, girls' division of the metropolitan system of higher education, located on Park Avenue in Manhattan, is undergoing some "drastic changes," according to Martin J. Freeman, professor in charge. In the day session a course in the practice of

newspaper techniques, including writing news stories, short features and interviewing, is given. This course also embraces newspaper history, style and organization. Advanced journalism courses, including specialized laboratory courses, are required of students in the pre-journalism field. The Adult Education program of the institution also offers courses in advertising, book editing and publishing, creative, technical and television writing.

Brooklyn College, another unit of the city's system of higher education, offers two courses in journalism—an introductory course and an advanced news-writing course—in both day and evening sessions. Students from journalism classes largely staff the two school newspapers, each with a circulation of about 8,000.

● The City College of New York conducts a class in magazine article writing and one in newspaper writing in daytime sessions, and creative writing and television writing courses in evening sessions. Students at all the city college institutions have access to professional journalistic activities of New York City.

Queens College, also part of the city system, offers a course in introduction to journalism and classes in creative writing.

An outstanding feature of the journalistic scene in the New York City metropolitan area is the American Press Institute, a unit of Columbia University. The institute, attended by experienced newspaper executives of all departments and by experienced editorial writers and reporters, is in its thirteenth year and holds an annual series of nine seminars. These vary somewhat each year, but the current year's schedule of seminars is typical: two for city editors (the second one necessary because of heavy over-subscription); managing editors; circulation managers; advertising directors; classified advertising; publishers, editors and chief news executives of newspapers under 50,000 circulation; management and costs for publishers, general managers and business managers; and women's page editors.

● J. Montgomery Curtis is Director of the API. Newspapers in all the forty-nine states, the District of Columbia, and Hawaii nominate staff members for these seminars. Attendance for each seminar is limited to twenty-eight persons holding comparable jobs. Normally, membership comes from eighteen to twenty-three states. In its thirteen years, the American Press Institute has been attended by 2,064 newspaper men and women representing 543 newspapers, or more than a fourth of all dailies in the nation.

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BEHIND THE BYLINE

North Callahan is a journalist-historian, Associate Professor in the Department of Journalism of New York University, a syndicated columnist, and author of several books, the latest being "Henry Knox: General Washington's General." Born in Tennessee, Callahan was educated at the University of Chattanooga, received his master's degree from Columbia University and his Ph.D.



North Callahan

in American Civilization at New York University. He worked as a writer, reporter and editor for several newspapers. During World War II, he was an officer in charge of Army recruiting publicity. He has had experience in radio, television and public-relations writing and direction, as well as about fifteen years teaching experience. His syndicated column is entitled, "So This Is New York."

New York City Is Nerve Center For Network News

By SAM SHARKEY JR.



Radio newsman Gabe Pressman interviews Mayor Robert Wagner of New York for NBC.

FOR years, the public has been accustomed to reading news from a national outlet—the wire services. For the last several decades, it has had an additional outlet—the radio networks. And for the last decade, the rise of television network news has provided a third such source.

Despite obvious basic similarities among all three media, there are some key factors that have made broadcast news vastly different, particularly in the last couple of years.

Audiences for both wire services and networks are spread across an entire continent. But local newspaper editors can treat press agency stories in any way they desire—even to impaling them on the spike, while affiliate stations taking network news broadcasts have no control over such newscasts.

This has imposed on New York network editors the obligation and responsibility to approach news from the broad national viewpoint. We have had

to concentrate more on stories of wide interest, importance, significance and appeal.

● Occasionally this has led to protests when we have had to reject offers from affiliate stations on stories that were very big locally but of little interest in the national framework. Two recent examples concerned an airliner landing safely after circling for a while with jammed landing gear (this seems to occur weekly), and a dormitory fire that rated one paragraph in two New York papers and no mention at all in the others.

● There being no point in carrying stories of interest only in a limited area, network news departments tend to deal mainly with events of considerable significance, and to present them with considerably more perspective, evaluation and appraisal.

The broad effect of this is of vital importance to the public and to the journalists whose job it is to inform that public. As one who has traveled widely in the United States and who makes it a point at all stops to read the local newspapers thoroughly, I am deeply concerned at the news coverage by far too large a number of papers.

There are, of course, the dozen or so top newspapers. But beyond them, the vista is bleak and the coffers marked "national" and "international" news are virtually barren.

● Several years ago I attended a state editors' meeting in a state that shall be nameless. A wire service representative told the editors that reader surveys had shown that a major complaint was an insufficiency of international news in the papers of that state.

The state wire—only source of news for all but the largest papers—opened at 6:00 a.m. The wire service man offered to open the line at 5:00 a.m., and in that hour to file nothing but international news, in an effort to meet the readers' complaints. The charge to each paper would be \$5 a week, Monday through Saturday. He asked for a show of hands on how many papers were



SAM SHARKEY JR.

BEHIND THE BYLINE

Sam Sharkey joined the *National Broadcasting Company* as editor of *NBC News* in 1955. For ten years he was on the staff of the *New York Times*, where he was head of the national news desk. Previously he had worked on the *Inquirer* and the *Record* in Philadelphia, the *Trenton*, New Jersey, *Times*, and the *Saratoga*, New York, *Saratogian*. He has taught at the Columbia University Graduate School of Journalism. He was graduated in 1937 from Rutgers University.

"interested" (he did not ask how many "wanted") such service. Not one hand went up!

It is the failure of much of the local press to live up to this responsibility to keep readers informed of events beyond their state borders that has in some measure helped shape the network approach to news.

● The networks have world-wide staffs and a nationwide audience, and their news is drawn primarily from those foreign and national sources. There are, of course, some local events that transcend city limits—the Chicago school fire, the Electra plane crash in New York and so on—but these are in the minority.

Coverage of the world poses two major problems for networks: availability of material, and treatment of that material. Events have a distressing habit of occurring at places far removed from television or film cameras. This impedes our realization of the optimum of TV news—live coverage of events when and where they are taking place.

The next best thing is to rush a camera man to the scene and hope his film reaches a studio in time for air use before it is outdated. It is infinitely better to let a story tell itself than for the commentator to tell it and talk "about" it.

To cover the globe and to provide the wide variety of news essential to programming on a nationwide scale, the networks maintain extensive staffs abroad—both staff members and stringers. *Columbia Broadcasting System* and *National Broadcasting Company* have full-time bureaus in London, Paris, Rome, Berlin, Moscow, Beirut, Cairo, Hong Kong and Tokyo. The networks also have semi-staff men, stringers on a weekly retainer, at other key points.

These forces are kept on the scene to report fast-breaking stories as they occur, and to provide the home office with additional in-depth reports, analyses, backgrounders and advisories on trends or upcoming events to be watched in their areas. Much of this analytical, background and trend material supplies the guidance upon which the network editors decide to send staff men from New York or other domestic bureaus.

● For instance, in the last year *NBC* has sent Chet Huntley to Paris for the De Gaulle accession, to North Africa to interview Habib Bourguiba, to Lebanon for a wrap-up on the role of our armed forces on land and at sea, to Israel for a look back and a longer look at what lay ahead for that young nation, and to Cape Canaveral for a survey of our missile program.

Huntley had a unique "first" at Cape Canaveral. He and a camera crew were

shooting scenes atop a huge gantry crane, when he was asked to autograph the missile. After it took off, a day later, he learned that his autograph adorned the nose cone of our first moon-shoot rocket.

David Brinkley went to Brussels to cover the World's Fair, and is set for a safari over much of the Continent for a "Brinkley's Guide to Europe" series of reports timed to coincide with the tourist rush. As a former North Carolinian, his plaintive report from the beach on what the hurricanes have done to his beloved Wilmington was a classic.

Wherever President Eisenhower goes, the networks' White House newsmen go along. When Vice President Nixon toured South America, Herb Kaplow of *NBC News*, Washington, was so close he even got spattered by some of the passing eggs.

● Television's first opportunity to cover a national revolution live sent a swarm of reporters, camera men and crews to Cuba for the Castro take-over. The live coverage of Castro's triumphal entry into Havana, and his later "inaugural" speech were high spots.

Other live origination points have included Cape Canaveral, the Chicago school fire, the turbo-prop plane crash at LaGuardia Field, the Little Rock events, and the United Nations.

This trend toward live coverage has been a concerted attempt to capitalize on broadcasting's prime asset of immediacy. The technical and financial impediments that lie across the path of such coverage are enormous, yet networks have not hesitated to interrupt or drop commercially sponsored programs to represent key news events.

● Videotape recording has had an impact. Videotape requires no developing, printing or other processing, so instant playback is possible.

Along with the rapid advances in television, that old reliable—radio—is demonstrating that it still is the swiftest way to get an on-the-scene report on the air from almost anywhere in the world. When Juan Peron was overthrown in Argentina several years ago, *NBC's* John Rich entered the country with the junta leaders by way of Chile. His probing reports were so comprehensive that both sides were monitoring his reports to the United States to find out what was actually going on.

With good quality circuits available in many places—and with beeper phones for the rest—radio has made a sensational surge forward.

To staff this kind of coverage, both *CBS* and *NBC* have more than 350 persons each in their news departments. These are executives, some writers, desk men, commentators, reporters, pro-



News commentator Leon Pearson doing his 1:00 p.m. *NBC* Radio newscast from Radio Center in New York.

ducers, camera crews, film editors, artists and so on. At *NBC* and at *ABC*, the same news department handles both television and radio coverage. At *CBS*, while the top command is unified, there are separate groups for television and radio.

Broadcasting is a twenty-four-hour-a-day, seven-day-a-week business, with an eternal and never-ending "deadline." With the increased willingness of managements in recent years to permit program interruptions for important bulletins and special reports, the news departments have grown in stature and in scope.

● It is a tribute to the dynamic creativity of network news departments that they have overcome the problems posed by the differences between network and local audiences, and have produced a steady flow of stimulating programs that have attracted ever-larger reception.

Network news has matched strides with the challenges of ICBM's, moon rockets and jets, and its massive presentation of the international and national significance of these developments has awakened and alerted a public that, today, is more fully informed than ever before.



there's more to Cities Service than meets the eye!



More than twice the size of Texas, Alaska was purchased for less than two cents an acre. Has since yielded nearly 100 times its purchase price in gold output alone. The 49th state is also rich in oil, minerals, lumber, fish, and furs.



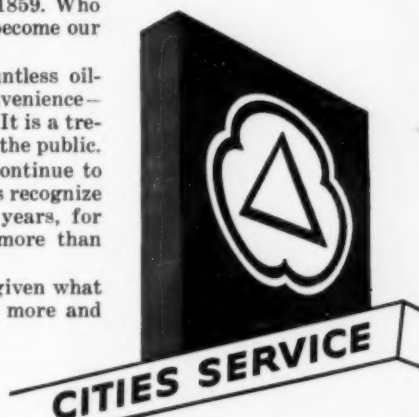
Some dubbed it "Seward's Icebox," others "Seward's Folly." Critics simply could not foresee that Secretary of State William Seward's purchase of Alaska for \$7,200,000 would return many times its price.

So it was, also, with Edwin Drake's first oil well at Titusville, Pennsylvania, in 1859. Who ever dreamed that petroleum would become our chief source of power!

Providing this power... plus countless oil-derived products of comfort and convenience—requires a vast network of facilities. It is a tremendous job... most of it unseen by the public.

Moreover, it is a job which will continue to grow, a fact progressive oil companies recognize in their planning. In the past two years, for example, Cities Service has spent more than \$350 million building for the future.

Only in this way can America be given what she needs for progress—more jobs, more and better petroleum products.



IT IS probably symbolic that two of the largest and tallest skyscrapers in midtown New York soon will serve as headquarters of two news magazines. By the end of the year, both *Time* and *Newsweek* will be ensconced in towers that dominate the skyline, just as these two magazines have reached pinnacles of success in journalism.

No story of news or journalism in New York would be complete without a close look at these two giants of publishing. Not only have news magazine techniques had enormous influence on methods of gathering, writing, editing and publishing the news, both here and abroad, but in the case of *Time*, the success of the news magazine has been the cornerstone on which its founder, Henry Robinson Luce, has built a colossal empire.

Time's new forty-eight-story building, now being completed on the Avenue of the Americas, seems all the more imposing because nearly all its neighbors are low. It's one of those rarities in New York—a building whose full height and mass can be seen in one glance from the avenue. So *Time* itself seems to tower above its rivals—with twice the circulation and revenues of

News Magazines Go

By J. WENDELL SETH

each of its competitors, *Newsweek* and *U. S. News & World Report*, the latter published in Washington.

● *Newsweek*, on the other hand, is moving next month into a refurbished forty-one-story skyscraper on Madison Avenue. It's about as tall as *Time's* new tower, but is hemmed in by many tall surrounding buildings.

No other happening in fifty years has had as much impact on journalism techniques and attitudes toward news as the growing influence of the news magazines. As Thomas Griffith says in his new book, *The Waist-High Culture*: "The contemporary American newspaper is much different from what it was in 1923 when *Time* was founded, for not only magazine imitators but newspapers themselves have been influenced by the organizing, summarizing and condensing of news; of telling the news through people, of exploring fields most newspapers slighted, such as art, music, science and medicine; of pursuing brightness and brevity of style (and sometimes, alas, borrowing some of *Time's* less felicitous mannerisms of writing which outlived the usefulness of novelty)."

● The news magazines brought other innovations into journalism, among them, a division of labor among the correspondent who assembles material in the field, the researcher who assembles it in the office, the writer who pulls it all together and creates a story on the basis of all the facts available to him plus his own experience and feelings, and finally the editors who decide whether the story has importance or brightness superior to other stories competing for the same space.

A *New Yorker* cartoon some years ago showed in a series of drawings a *Time* researcher at work. He was peck-

ing away at his typewriter. He wrote: "... dog meat, while eaten by many tribes, is—." With a puzzled look, he leaves typewriter and office, and we see him next at a pet store. He walks out with a little dog under his arm, enters a restaurant with sign in window: "Your specialties individually cooked to order." He walks out without the dog, and in the last drawing is back at his typewriter finishing his sentence, "— stringy, tough and gamy."

We doubt if any *Time* researcher ever ate dog meat in line of duty, but we think that newspapermen the world over will be impressed with the intensive research, fact-finding, organization, planning, discussion, thinking, writing and rewriting that go into every story that appears in the news magazines. There is a "triple distillation" process of stories as they develop in the week before publication at *Time* and *Newsweek*.

● The staffs of both magazines begin their work week on Wednesday, preparing the issue that will go to press the following Sunday (which will be dated the Monday eight days later). Readers in most parts of the country will start getting their copies on Tuesday, a day after press time.

When writers return to their desks after their Monday-Tuesday "weekend" they find masses of material awaiting them. This consists largely of New York and Washington newspapers, sheaves of clippings from out-of-town papers from the Clip Desk (editorial trainees spend six months to a year on the clip desk before moving on to other departments), story suggestions and information from their own correspondents here and abroad, wire service reports, news releases from business and public relations firms in the writer's field, general periodicals and trade papers, and suggestions from the magazine's own editors, writers or researchers.

● By far the largest amount of material comes from the magazines' bureaus and correspondents. *Time* has thirty-three full-time bureaus, including seventeen United States and Canadian

Newsweek's new home in New York is this forty-one-story skyscraper on Madison Avenue, completely refurbished for its new occupant.



to Press

This is the architectural model of the new forty-eight-story Time & Life Building in New York, now more than one-half completed. This massive tower sweeps skyward 587 feet.

bureaus, 120 staffers and 283 stringers—the most extensive news bureau operations by a single publisher. *Newsweek* has thirteen full-time bureaus. In their early days, the news magazines were criticized for getting most of their news from the New York newspapers.

In each department, writer and researcher may divide the labor of skimming through these mountains of material. Story conferences with senior editors begin at *Time* about 11 a.m. Wednesday. The week's news, past and foreseeable, is discussed. Story lists are drawn up, with a writer and researcher team assigned to each story.

● At *Newsweek*, some story conferences have been held on Tuesday, when editors of the "back of the book" departments—science, medicine, education, art, music, drama, sports, etc.—come in. Each Wednesday at 3:15 p.m., however, *Newsweek's* major story conference is held, when all senior editors

meet in a smoky, crowded conference room with Editor-in-Chief Malcolm Muir and Editor John Denson. Each senior editor reports on the foreseeable stories in his area. Included is a report from the Washington bureau on last minute developments from the White House, Capitol or Pentagon.

● It is amazing how "foreseeable" many stories are. *Newsweek* maintains a "future" list, which is revised every week. A story may stay on it for six months or a year before the time comes when it is opportune to run it. (Example: a special report on the Brussels World's Fair, nearly a year on the list.)

Many a *Newsweek* special report, which appears to be extremely timely, actually may have been planned months in advance. A special report on Russian subversion in Africa may appear in *Newsweek* only a few days after the Kremlin launches an economic offensive in Africa. This seems like remarkable timing, but many months before, *Newsweek* editors may have decided that sooner or later it is going to happen and they begin building a file on it. It is placed on the future list where all correspondents see it. They begin mailing clippings, reports of conversations—anything related to Soviet economic penetration in Africa. In a few weeks a pile of data has come in and the story is ready to go. It takes only the right news peg to trigger it.

● This is a continuing process. There are probably a hundred stories on the future list all the time. Some go off each week. Some are added. The method has the advantage of assuring a mass of background information about almost every important news event that occurs, when it occurs.

After the news conferences, writers and researchers at both *Time* and *Newsweek* decide on what additional information is needed, from correspondents here and abroad. Queries go out asking for missing details or anything to update the stories. Both writer and researcher may do leg work and interviewing of news sources in New York City, as well.

● While this is going on, the photo departments are busy, too. They've been informed of upcoming stories and have sat in on the editorial conferences. They're already searching their files for

illustrations, or ordering them made. Maps and charts may be in preparation. Photo experts are phoning news photo agencies, photo services, libraries, archives and museums for suitable pictures. By Thursday most photos have been selected. By Friday they're on the way to engravers and have been dummed into the makeup book.

At *Newsweek* the decision as to the cover illustration has to be made by Thursday morning. The four-color cover has to be printed ahead of the rest of the book. That decision may have been made days or weeks ahead, but in case of sudden news changes, such as death of a statesman, a switch can be made as late as Friday morning. *Newsweek* always has a hundred or more four-color plates of leading world figures "on the bank" ready for use in emergency—and all its past cover plates as well.

● At *Time*, the cover decision normally is made ten days before closing, especially if it relates to an event not concerned with immediate news. The cover painting is assigned to an artist, who makes a "symbolic" portrait. However, *Time* also maintains a bank of cover portraits of important world figures which can be substituted for the originally chosen cover in case of a major news break. *Time* is geared in its pro-

BEHIND THE BYLINE

J. Wendell Sether, who helped arrange for special articles for this New York issue of *THE QUILL*, has had a busy career. Fol-

lowing graduation in journalism at the University of Southern California, he worked on The Los Angeles *Evening Herald* and *Express*. During the war he served with the Office of War Information in San Francisco, New York and London, and for a time was chief editor of ABSIE, the American Broadcasting Station in Europe. He has been public relations manager for the National Board of Fire Underwriters, publicity director of *Newsweek*, and now is assistant publisher of *The American Press* magazine.



J. Wendell Sether

duction to switch covers as late as Saturday.

The process by which a story moves from writer into print differs somewhat at the two magazines. At *Time*, the writer sends his copy to the Copy Desk, where it is logged, retyped and carbons sent to researcher, picture editor, deskman and senior editor. Thus researcher and photo department can get started on it very soon after it leaves the writer. Meanwhile, the Senior Editor approves it and sends it to the Managing Editor. After his approval it goes back to the Copy Desk where it is retyped and an exact carbon sent to the Research Department where every word and figure is checked for accuracy.

● When it comes back from the Research Department, there is a dot over every word—a red dot means the source is authoritative; a black dot means the source is news material, a telephone or interview source. The researcher's changes are transferred to the top copy, the story is again sent to the Senior Editor and Managing Editor. If it survives their evaluation—in competition with other stories—it goes to the Production Department for transmission to the printers.

At *Newsweek*, the writer's story goes to his Senior Editor, then to the Editor. With their approval it goes to a Copy Desk for corrections. Then a Ditto stencil of it is prepared and Dittoed copies are distributed to all departments, including research, makeup, even to promotion and publicity (in case the story is worth promoting). Thus almost everybody at *Newsweek* gets a look at it. When the story comes back from the Research Department, every word is underlined in pencil to indicate that facts have been checked. Anything in error is marked out or corrected.

At this point the story is punched out on a Teletypesetter tape, and this in turn is printed on a Teletype machine. Every line in this copy has exactly the same number of characters as it will have when printed in the magazine. If the story is too long or too short for the space allotted to it, the writer has to get together with the Makeup Editor to cut or fill. If too much is cut or filled, the copy goes back to the Editor for his approval.

● Then the story has to be re-punched for transmission to printing plants in Dayton, Ohio, and Los Angeles.

In the case of *Time*, final copy is sent by Teletypesetter to Chicago, where plates are made and presses begin to roll early Monday. Plate molds are air shipped to printing plants in Philadelphia, Washington and Los Angeles. *Newsweek* prints in Dayton—sends plate molds to Los Angeles also.

The 2,350,000 copies of *Time* and

1,200,000 copies of *Newsweek* have to roll off the presses within twenty-four hours. In addition, film positives of the editorial pages are made for the international editions of both magazines. *Time's* are flown to Tokyo, Paris, and Havana for printing, and a Canadian edition is printed in Chicago. *Newsweek's* are flown to Tokyo for the Pacific edition, and to Amsterdam for the European edition. *Time's* international editions total 500,000 copies. *Newsweek's* 100,000.

Sounds like a lot of work. And it is. It is also routine. But what happens when a big story breaks on a Sunday or later, after the last paragraph has been teletyped to the presses hundreds and thousands of miles away? The answer is, much the same.

Skeleton crews stay on duty after both *Time* and *Newsweek* have gone to press. If news occurs that must be used—a President's illness, a war, a revolution or a new moon rocket—the presses can be stopped—even a thousand miles away. The skeleton staff can make changes, check them by phone with their senior editors, and get the changes on the wire.

Even a photo may be sent by wire for engraving at the printing plant. If there is time, the senior editors will be called in to do a more thoughtful job of re-shuffling stories.

● Aside from minor differences in the mechanics of handling the news on the two magazines, there are fundamental differences in journalistic approach. Both, however, use the division of labor mentioned earlier. Except in rare instances, the *Time* correspondent does not file stories intended for publication. He files raw material and opinion, which will be merged with all other material assembled on the story. At its best, this kind of team produces a compact and lively account that individual correspondents despair of matching. But it can be frustrating, too: "No reporter, writer, or editor, can consider such a story all his. It's anonymous and impersonal. With so many hands at work in shaping the final product, it could easily go wrong with nobody knowing why."

The *Newsweek* correspondent here and abroad operates in much the same way—most of the time. He files reams of raw material. But when he has a story to tell in the first person, he can tell it, and few words will be changed in his copy from the time he cables it until it appears in print. Also, *Newsweek* has glorified the "Special Report," and runs one or two in every issue. While these, like the *Time* story, are assembled from raw material supplied from many sources—and many people discuss all angles of the story—one man

finally sits down and writes it as he sees it, and gets a byline on it.

● In addition, *Newsweek* features several columnists whose signed articles express definite opinions, sometimes (but not often) in conflict with stories appearing in other parts of the book. Raymond Moley, who has not missed writing a *Newsweek* column for twenty-five years, sometimes finds himself on the other side of the fence from Washington columnist Ernest K. Lindley, as does Economist Henry Hazlitt. On the other hand, sports columnist John Lardner sometimes finds himself at odds with everybody, to the reader's enjoyment.

● But whether the news magazine story is "triple distilled," the product of many minds, or is the sharp opinion of a keen observer, there's no doubt but that a growing portion of the reading public finds them interesting and indispensable. Today, more than 4,500,000 copies of news magazines are sold each week, compared with 980,000 only twenty years ago. There may be criticism over alleged oversimplification of many issues, but they are being read more than ever, even by their critics. Two years ago, for instance, *The American Press* magazine conducted a survey of the reading habits of its weekly newspaper editor-readers and found that many of the editors thought *Time* and *Newsweek* slanted the news. However, 40 per cent of the editors read *Time*, 21 per cent read *Newsweek* and 21 per cent read *U. S. News*. About as many read news magazines as read daily newspapers.

● Probably no magazines appear to carry as much influence. They claim high readership among government leaders, executive groups and high income families. Their influence abroad is one of the powerful weapons of the free world.

Both *Time's* and *Newsweek's* international editions are practically identical in content (except for advertising) to their domestic editions. Thus the foreign businessman or the foreign government official, whether he be in Cape-town or Cairo, Bagdad or Bangkok, gets a pretty accurate picture of U. S. and world news on which to base his opinions and decisions, if he reads *Time* or *Newsweek* regularly. Because of censorship and the nationalism of the local press, the news-magazine picture may be the only relatively accurate picture that he gets.

Both magazines have a long history of suppression by dictators and Iron Curtain countries. That in itself is evidence of their dedication to the ideals of journalism.

WANTED:

Editors With New Ideas

By EDMUND C. ARNOLD

THE past twenty years have seen many major developments in the mechanical departments of American newspapers . . . teletypesetter, photocomposition, electronic engraving and improved photoengraving, new stereo processes, faster presses and the growth of color.

We can expect similar advances in the editorial department, too. For today our news executives are creating the same climate that made mechanical improvement possible . . . they are asking themselves questions.

Newspapers were rather fond of the status quo for several generations. Then the economic pinch of constantly rising costs forced consideration of mechanical departments. Answers followed questioning. Now the news side is being pinched by two edges of a claw; competition for the reader's time grows keener and news grows more complex. So the time for more questions is here.

● Here are the queries posed to themselves by editors in all parts of the country:

Is our devotion to "objectivity" preventing us from accurate reporting? We do a good job of telling "nothing but the truth." But are we telling "the whole truth?"

In a political campaign, a candidate accuses his opponent of avoiding military duty. We know that the fact is the opponent had a polio-twisted leg but that his vital, and trying, defense-plant job was done admirably well.

We report the candidate's speech. We have told nothing but the truth; he did say it and that's what we reported. Sure, we'll print the rebuttal, no later than tomorrow. We're being objective.

● Couldn't we serve truth, the whole truth, better by taking "judicial notice" of the facts of the opponent's service in our original story? Our courts do that to complete the record in a trial; in many ways our newspapers are a court where the jury of public opinion often hastens to wrong, and never quite revocable, verdicts.

● Are we serving a complete audience with our newspapers? What, besides comics and occasional follow-the-dot puzzle, do we offer for grade-school readers? As the father of an eight-year-old, I know that our pre-teeners are keenly interested in Sputnik, Quemoy and Cyprus. Should we assign a re-writer to do a half-column summary of the day's events, set it in well-led 14-point, double-column, in language and context of the child? Would we thus insure the appetite for news that makes a good adult citizen? (And also assure ourselves of a reading audience when the youngsters grow up?)

With a public eager for science news (as valid research indicates) are we meeting the demand? Are we writing only for the technically trained and the near-illiterate at the expense of the man ignorant but not stupid?

Is professional jargon the easy—or the only—way to cover science, politics and other specialized fields?

Why are Linotype operators paid better than reporters and editors on too many newspapers?

● Why can hoodlums and usually-more-law-abiding citizens attack reporters and especially photographers with blatant immunity?

Is the function of a newspaper to advise its readers on heartburn, heartache and hearth-laying? If we do counsel the lovelorn, should it be in the snide and flippant tone of Dear Aggie?

Have we allowed the obvious advantages of TTS to encourage so much use of tape that we abdicate privileges and responsibilities of editing our own newspapers to a distant deskman at a wire-service bureau?

Have we shrunken our column-width, under the banner of saving newsprint, to a point where reader discomfort reflects in loss of readership?

● Are we offering so much straight matter that the reader, unable to wade through a book-sized edition, "edits" the news by relegating it to the wastebasket of the unread? Isn't it better for the editor to assign copy to File 13 in the first place and use the space he saves for a bigger body type?

Are our sports pages becoming advertising sections (unpaid) for professional teams? And the hemi-demi-semi-pros on the campus?

Have we resolved the eternal problem of when to suppress news? It has not been too long when an entire metropolis blacked out the story of a kidnapping so the victim could be rescued alive. No one argued the obvious virtues of golden silence in this case but many an editor furrowed a few more wrinkles into a worried brow, just as they did in another metropolis when breaking a kidnap story was blamed for the death of the victim.

Every editor kills stories. Not the perennial drunk driver's, he with the aged mother on her sickbed, of course; but stories that might upset delicate negotiations to buy a right-of-way or attract a new industry to town. Again

(Turn to page 38)



EDMUND C. ARNOLD

New York's Best Spot News Photographs

Winners in Press Photographers Contest Show Subtlety and Impact

By ED WERGELES

● Sissy Stuff?

Blood trickled from the bullet holes in "Dutch" Schultz' bared chest. James Dolbear of the New York *Daily Mirror* photographed the gangster near death. That memorable picture won an award in the first competitive exhibit of the New York Press Photographers Association in 1935.

It, and other vivid life-and-death scenes, disproved what the news photographers had feared. They were sure a photo exhibit, such as only amateur groups then held, would stamp them as sissies in the public mind. It had taken one man, Anthony Lanza, then a photographer for the New York *Sun*, two years of talk, talk, talk to persuade them otherwise.

● Now the annual competition and exhibit is an irreplaceable event in the activities of the NYPPA, the oldest press photographers organization in the world. The pictures in this layout recently were awarded ribbons in the spot news category of the 1958 contest.

When the big city's heart misses a beat, the "boys" like Ralph Morse, Harry Harris, Vincent Lopez, Matty Zimmerman and Armand Sevasta are the Johnnies on the spot. Their split-second artistry seems in no danger of going arty.



Photo by Ralph Morse of *Life* magazine.

FIRST PRIZE: "Museum of Modern Art Fire"—Priceless paintings are frantically grabbed from wall by worker during fire at Museum of Modern Art.



THIRD PRIZE: "A Breath of Life, Then Death"—Photo by Vincent J. Lopez, New York *Journal-American*, shows a mother crouching beneath a truck that has just crushed her child and baby carriage.



HONORABLE MENTION: "River Rescue"—Armand Savasta, of the *New York Mirror*, was on the spot when this woman was pulled from East River.



Photo by Harry Harris, *Associated Press*.

SECOND PRIZE: "Injured Cop"—Blood streaming from his face, an injured policeman seems to express irony of dramatic situation. He was hurt defending Soviet United Nations headquarters from attack by Hungarian refugees.



HONORABLE MENTION: "Windows of Death," by Matthew Zimmerman of the *Associated Press*, shows car of commuter train that plunged through open drawbridge being lifted from water—with commuters on their last journey.



This iron-grilled door of the mansion housing the Overseas Press Club at 35 East 39th St. in New York is a mecca for newsmen from all over the world.

NOT too long ago Jim Winchester, King Features Syndicate writer, wandered into the Overseas Press Club of America in New York City.

"By the way," the bartender asked, as he expertly mixed a drink, "did you by any chance lose some laundry in Bangkok?"

"You're darn right I did," broodingly replied our hero, who had just returned from a trip to Southeast Asia.

"Is this it, Mr. Winchester?" the bartender asked, handing him a package.

● To cut it short, fellow member Ansel Talbert, then aviation editor of the New York *Herald Tribune*, had been in Bangkok a few days later and the laundry had been delivered to him by mistake. He recognized whose it was and promised to make delivery in New York. The simplest thing was to drop it off at the OPC for he knew that Winchester was bound to show up there.

The incident epitomizes the club. It

Overseas Press Club

Mecca for News Globetrotters

By JOHN de LORENZI

isn't that laundry from Bangkok is delivered every day but it is fairly certain that if you're anxious to contact some one in the foreign correspondence dodge, the club is the place to do it.

● This year marks the twentieth anniversary of the club, which was founded on Palm Sunday, April 2, 1939 when forty-two persons signed up as Active Founder members. The late Wythe Williams was elected as founder-president. Today it is housed in a handsome, five-story former town house at 35 E. Thirty-Ninth Street, in New York, between Park and Madison Avenues. The street is known as club row, for also on it are the Dartmouth Club, Princeton Club, Brown Club and the Notre Dame Club.

It moved into its debt-free Memorial Press Center on December 13, 1954. But now, less than five years later, the quarters are too small. It's easy to tell why. Back in 1951, the total membership was 727. Today it's nearly triple that with 2,114 members. Of these, 1,311 are called active members, meaning that they have had overseas news-gathering experience, whether they are still in the field or not. Then there are 718 associate members who have had domestic news experience, while the remaining 85 are affiliate members.

● There are other reasons for this bursting at the seams. Numerous organizations, such as the Silurians (those who were newspapermen in New York 25 years ago) and Sigma Delta Chi, hold weekly or monthly meetings at the club house. And then there is a tremendous calendar of club activities.

Press people from all over the world use it as a rendezvous when they're in New York. Not only is it because they know members of the OPC but also because the Club has reciprocal agreements with a number of clubs which give full membership privileges for a month to those visiting New York.

They include Los Angeles Press

Club, San Francisco Press & Union League Club, Denver Press Club, Chicago Press Club, Des Moines Press & Radio Club, Syracuse (N. Y.) Press Club, Pittsburgh Press Club, Dallas Press Club and Richmond Press Club of Virginia.

Out-of-the-country agreements are with the Ottawa Press Club, Circulo de Periodistas of Santiago, Chile, London Press Club (for male members only) and London Women's Press Club (the reverse), the Frankfurt Press Club, the Association of Israel Journalists in Tel-Aviv, Stampa Estera in Rome and the Manila Overseas Press Club in the Philippines. New ones, both in the United States and overseas, are being added to the list.

● You can easily tell a member of the club; he's probably wearing in his lapel the blue & gold official pin in the form of two hemispheres overlapping. It has been known to speed an individ-

BEHIND THE BYLINE

John de Lorenzi is associate editor and assistant publicity director for King Features Syndicate in New York City. Previously he worked for *International News Service* and the *Baytown, Texas, Sun*. During World War II he was a glider pilot and Information Officer in Europe.

He is a graduate of the University of Missouri School of Journalism. He is a member of the Overseas Press Club and also is a member of the National Press Club in Washington.



John de Lorenzi

ual through customs and will even get you a free bottle of Irish Whisky at Shannon, Ireland, Airport (Honest!).

● There are other ways of telling a member, too. Bill Brooks, who was managing director for the *Associated Press* in Great Britain for more than three years, stood on the corner of Forty-Eighth Street and Third Avenue the other evening. He was dressed in a trench coat. The cab he had hailed pulled over to the curb, the driver leaned out and inquired laconically: "Overseas Press Club?"

Not that everyone wears a trench coat; you can count more Ivy League suits than the movie version of the foreign correspondent's wardrobe any night at the club. But if you do visit it, you will meet a great many top people in the newspaper, magazine, television and radio field. It might be John Denson, editor of *Newsweek*, Bob Considine, the prolific columnist-reporter, the *Associated Press*' Hal Boyle, Edward R. Murrow of CBS, or Pulitzer prize-winner Harrison Salisbury of the *New York Times*. And don't mention a service anecdote at the bar for you'll scarcely be able to cut your way clear through the barrage of reminiscences from former war correspondents.

● Since 294 active members of the Club are stationed overseas, one of most vital of its free services is the weekly eight-page "Bulletin" to all members. The offset printed newspaper is packed with facts not only of what's going on at the Club but gives background stories on the difficulty in covering certain events, reported by the people who were there. The "People & Places" column is so full of the comings and goings of members that it reads like a travel itinerary.

Another unusual service of the club is that of job placement for members. In the last six months, thirty jobs have been filled with sixteen of them in New York, two out of town and twelve overseas. At present there are thirty-three jobs registered on the books. Salaries for the jobs range from \$5,200 to \$15,000 a year, while free-lance work has been made available at rates running from \$25 per article to \$50 a day. The club charges no fee for this service.

● On the fun side, there are innumerable events from which to choose. Among the most popular are the Reunion nights such as Berlin Night, D-day Night, London Night and Moscow Night, when the correspondents who were there relive it all again, and the anecdotes flow faster than the wine.

Greats in all fields of endeavor have been guests at the club. They include former President Harry S. Truman, who is an honorary member (so is Herbert

Hoover), former secretary-general of the UN Trygve Lie, Admiral H. G. Rickover, New York Governor Nelson Rockefeller, United States Senators John F. Kennedy (D., Mass.) and Jacob Javits (R., N. Y.), Israeli Foreign Minister Golda Meir and Indian Finance Minister T. T. Krishnamachari.

On the glamour side, guests have included Prince Rainier of Monaco and his lovely wife, the former Grace Kelly, Maurice Chevalier, Steve Allen, Jayne Mansfield, Frederic March, Florence Eldridge and Olivia de Havilland.

Food is always a factor in a press club's success. The OPC is rightfully proud of its menus which feature American and international dishes, and the members take their food seriously (one of the running discussions for days was over the proper way to prepare Osso Bucco). Prices are moderate compared to public restaurants. At the one-a-month regional dinners, members have a chance to try exotic dishes from various lands for each one is devoted to the food and drink of a specific country.

● It's almost impossible to list all of the club's activities, but passing refer-

ence should be made to the Freedom of Information Committee, which stands ready to call international attention to any infringement on press rights or the suppression of news. It is an effective voice.

Another lesser-known activity is the Correspondent's Fund which helps needy members. Dozens of correspondents and their families have been given financial assistance but the charter for the fund rightfully prevents these names from being made public.

● If you do get to visit the OPC, the Memorial Library on the third floor is a must, for there on the walls are the names of all those foreign correspondents of American-owned news media who have been killed in the line of duty.

But if you want to see all of these things, you'd better hurry, for they may not be the same for much longer. The reason? In November of last year, the club and the Correspondent's Fund bought for \$155,000 the building next door so the Club can double its size. It looks as if in the next 10 years the OPC will be twice as big and twice the fun.

Everywhere, men who ride herd on corporate community-relations programs read

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New York City is headquarters and nerve center of the leased wire networks, control point for world news reports being serviced abroad, and cable head for foreign news. Here is a scene at the *United Press International* newsroom.

For Wire Services

All News Is Local

By WILLIAM C. PAYETTE and MARTIN Z. POST

It was hot and muggy in New York on the night of July 25, 1956. In the sprawling news room on the fourth floor of the *Associated Press* building in Rockefeller Center, the night staff, or what remained of it at the midnight hour, savored the last few minutes of air conditioned comfort before turning the reins over to the "early" crew.

Less than a mile to the southeast, in the *Daily News* building, the *United Press International* office—simply "UP" at the time—was in pretty much the same shape. Hotter, perhaps, because the UP's air conditioning was being repaired.

● Out on the brooding Atlantic giant fog banks were engaged in a fateful game of tag. Neither news service knew it or really cared. They made no mention of it in the evening's weather reports.

The news wires were enmeshed in a late night calm, but few of the New York wire service staffers then at work and many who had gone home earlier were to get any sleep that night. For two gay ocean liners, the *Stockholm* and the *Andrea Doria* were churning to ward a shattering rendezvous. Later the *AP Weekly Log* was to describe the

collision that sent the luxurious *Doria* to the bottom as "one of the great sea stories of the century."

So sensitive are the great press as-

sociations to spot news that almost any major story sets off automatic alerts throughout their entire systems, and the *Stockholm-Andrea Doria* disaster was no exception. But the impact of big news nearly always hits the New York bureaus.

● The *Doria* sustain her mortal injury near Nantucket Island, and the first AP bulletin crackled across the wires from Boston. But AP New York, acting on a tip from Norfolk, was already riding the story. Minutes after Boston's bulletin hit the wires, New York took over and held the stage. By dawn New York, with other bureaus co-operating, had ground out half a dozen leads to the main story and numerous sidebars, had beefed up and deployed a small army of news and photo staffers and had laid the groundwork for coverage for the rest of that day and days to come. One subscriber editor called it "the fastest moving story our night side has ever processed from the AP."

The names changed but the script was similar at the UP. Staffers were routed out of bed and sent directly to key spots. Every Boston staffer was on the story, and New York newsmen moved in on the Coast Guard's Search and Rescue headquarters, ship's line officers, the Weather Bureau, marine radio offices. Others strained to get



The *Stockholm-Andrea Doria* sea disaster, like most big news anywhere, has an impact on the New York wire services bureaus. Minutes after the first bulletin from Boston on this dramatic story, New York took over and held the stage.

aboard vessels and airplanes headed for the scene, and some succeeded, bringing back remarkably graphic stories and pictures of a proud liner's death agony.

● Then the survivors reached New York and the demands on the wire services' reporting rose to new peaks. Each and every out-of-town name and address meant extra effort to satisfy the needs of local newspapers. And that didn't end it by a long shot, for after the grim tragedies and happy reunions had been reported, and after identities were established and the survivors had gone their way, there remained weeks of inquiries and months of litigation to report.

The *Stockholm-Andrea Doria* collision took place practically in New York's back yard. But the coverage is typical of how the New York wire service bureaus work, and their task would have been the same had the event taken place anywhere else. A government falls and there is reaction from prominent persons in New York. A plane crash in India sends New York wire service staffers pell mell to the airline's office in New York on the chance that details will become available sooner there. A major highway tragedy on the West Coast is followed by a rash of AP messages asking New York—and in this case Chicago, home of the National Safety Council—for historic information on accidents. Should a series of similar but unrelated events occur in various places, chances are that New York will have to round them up into a single story.

Because, with the possible exception of Washington and its White House and Capitol Hill, New York is the nation's news capital. Few cities contribute as much to the press association's daily report. New York and the region for which the New York bureaus are responsible have the greatest concentration of people found anywhere in the country. New York is the cultural, social and fashion capital of the nation, the theater and art capital, the sports capital, the financial capital, the crime capital and, yes, the world capital (remember the UN?).

● By and large New York's courts play host to the longest and most spectacular trials: the Rosenberg and the trials of the Communist leaders, to name but two. New York's streets and sidewalks are better known to more out-of-towners than any other anywhere. New York is the gateway and the melting pot.

Chamber of commerce boasting? No. This is the testimony of editors throughout the country. This is the explanation for the torrent of requests for New York-dated stories that descends on the wire services every week. And it is

BEHIND THE BYLINE

William C. Payette, assistant general manager of *United Press International*, has worked in radio, television, and for newspapers. He has been a correspondent both at home and abroad. He joined *UPI*, then just *UP*, at the time of the opening of the first radio wire in the West. He had been a reporter on several western newspapers. In 1949 he went to South America as northern division manager. He moved to New York two years later to organize the television service, *UP Movietone News*. He was appointed assistant general news manager in 1955.

Martin Z. Post joined the *Associated Press* after World War II and worked in the New York Bureau as reporter, rewrite, and editor for ten years. After two years in public relations he joined *PR Newswire*, unique New York wire service for people in public relations. He was graduated in journalism at Rutgers University in 1940 and earned the M.S. degree in journalism at Northwestern University in 1946. He was news editor of the *Cranford*, New Jersey, *Citizen* and *Chronicle* for a year before serving four years in what then was the Army Air Corps.

probably the reason New York news gets such prominent display in newspapers all over the country.

● It may well be the real reason why so many wire service men in New York are not New Yorkers. Their apprenticeship in other parts of the country prepares them to serve the needs of newspapers all over the country when they reach New York.

Satisfying this demand for news places responsibilities on the AP and UPI in New York not felt elsewhere except on rare occasions—again excepting Washington. It accentuates the normal competition among newsmen, because wire service beats are measured in minutes. It places an extra premium on speed, accuracy, writing ability and specialized as well as general knowledge.

The press association staffer's lot may be a court case one day, an intricate financial item the next, a drama review the third day and a quiz show winner to interview on the fourth. To round off his week, the staffer may monitor a television debate, cover a murder, explain a complex scientific development or cudgel his brain for a fresh approach to a hardy perennial.

Such a lot may fall to newsmen everywhere. Only at the wire services in New York it is more likely to happen more often and for a wider audience.

One question New York wire staffers ask every fall of the year is: Don't can-

didates for posts in just about every state in the Union except New York come to New York to make their major pronouncements?

● One reason for New York's key role in the wire service setup is that it happens to be headquarters, the nerve center of the leased wire networks, where many prime news desks are concentrated. It is a source of guidance, according to New York, or second-guessing, according to line bureaus. It is the main features desk. It is the control point for the world news report being serviced abroad, and it is the cable-head for foreign news being fed to U. S. newspapers.

New York is also headquarters for *UPI* Newspictures and for *AP* Photos. It is also home base for *UP* Movietone news film.

● The importance of the wire service function is accepted as a grave responsibility by the men in New York who oversee it. Theirs is the awesome task of helping to keep Americans everywhere well informed.

Press association reporting began as a spot news service. When the *UPI* and the *AP* deployed to cover the sinking of the *Andrea Doria*, the wire services were coming full circle. Their origins go back to the need of newspapers to meet liners inbound from Europe and swiftly distributing the intelligence gleaned from them.

But spot news, still the backbone of the AP and UPI reports, is but one facet of wire service reporting. As important as the facts in today's news report is the background and interpretation that puts facts in their proper perspective. As long ago as 1912 *UP's* then general manager, Roy Howard, called for "color in the news . . . which is natural to the complexion of the story."

"But our constant endeavor," he said, "must be along the line of keeping the point of view in the news report honest, human, and disinterested."

● In New York as well as in the far corners of the earth, the wire services rest on a foundation of integrity. As Joe Alex Morris puts it in a preface to his story of the *UPI*, "Deadline Every Minute":

"The press association . . . is a staff of men scattered around the surface of the globe, a comparatively insignificant amount of office furniture, a vast communications network that is leased but not owned—and confidence. It is the confidence of the staff that it can find and report accurately what is going on all over the world and the confidence of a certain number of newspaper editors in the ability of those men to do their jobs well."



JOSEPH L. OPPENHEIMER

"GO west, young man," Horace Greeley, founder of the New York Tribune, advised in the nineteenth century.

Modified only slightly to "Go (or stay) west of the Hudson," it's sound counsel currently for newsmen and those in allied fields. Journalism job opportunities in New York, traditionally difficult to find, are more elusive than ever today. Summary comments from top news executives gives the over-all picture.

Reports the New York Times managing editor, Turner Catledge:

"To put it bluntly and briefly, employment prospects in the news and editorial department are not good."

Notes CBS News executive Howard L. Kany:

"Although the need for competent television newsmen will continue to expand, the growth rate now and in the future will be smaller than in the past."

"LOOK has a relatively stable staff of writers, editors and photographers . . . our rate of turnover is not great," the assistant managing editor, David Botter, says.

● And in public relations, Roy Battersby, vice president and director of publicity for Hill and Knowlton, frankly states, "My advice to the college graduates coming to New York looking for jobs in public relations with nothing more to recommend them than the diploma they are clutching in their hot little hands is one word: Don't."

A special survey by the authors for THE QUILL shows the employment out-

Competition Is Keen Under the Big Top

By JOSEPH L. OPPENHEIMER

With Stanford Smith and Kenneth Baker

look is dim for both the young college graduate and those with more experience.

● On balance, the latter has a better chance because New York is the center of the publishing, public relations, news service, syndicate, radio and television network fields, and has among the best and biggest newspapers—all of which require top flight talent. Still when *International News Service* went out of business last year, not a single one of its highly skilled, experienced writers or editors was able to find a New York newspaper job, even though their ability was known.

For cub reporters, New York presents an entirely different picture than the rest of the country. The annual employment survey of seventy-four journalism schools found more jobs available than graduates in the last six years around the nation. Except New York, the exception.

● A report from the Columbia School of Journalism says that few graduates now move directly out of school to New York newspaper jobs. Most go first to a wire service, a medium-size urban newspaper elsewhere, a big daily in the metropolitan area outside Manhattan, or to a specialized paper like the *Wall Street Journal*. New York newspapers often prefer to hire graduates after they have gained their experience elsewhere.

These discouraging prospects, however, are unlikely to end the hopes and dreams of the small army of enthusiastic writers around the country who have their eyes and hearts set on a Gotham career. And, as in the past, some of the most daring, most determined, most persistent (and possibly most able) will become part of the New York scene.

Their path to employment will vary. A few might impress editors with an enterprising approach (such as Marie Torre's impersonation of a "Who's

Who" representative to see *World-Telegram* editor Lee Wood). More often a writer with some degree of achievement elsewhere—particularly in a specialty such as science, aviation, business, women's news—will "move up." Some of the relatively few jobs will go to individuals willing to start their New York career as copyboys, messengers, switchboard operators, secretaries or other non-writing and generally modestly paid jobs with newspapers and other media in the hope of being transferred to editorial assignments later.

● If, after reading this far you're still interested in adding yourself to New York's eight million population, you'll want to know: 1) What kind of people are wanted by the editors?, and 2) What's the best way to job hunt?

The most general conclusion drawn from the views of top executives, is that experience—even college and part-time, volunteer writing experience—is im-

BEHIND THE BYLINE

At the age of ten, Joseph L. Oppenheimer started his journalism career selling newspapers on a St. Louis street corner. He later became a part-time copyboy on the *Post-Dispatch*, campus correspondent for the *Star-Times* while attending Washington University, and spent a summer on the Cape Girardeau *Southeast Missourian*. For nine years, until its demise last June, he handled a variety of assignments in the Midwest and New York for *International News Service*, emerging as business and financial editor in 1956. The death of that news service gave him his first job-hunting experience, but he quickly joined *Forbes Magazine of Business and Finance* as an associate editor. He authored an earlier QUILL article on business and financial news coverage.

portant. Here's what the *Times'* Catledge says:

"We almost never take on anybody who has not had journalism experience or who has not worked on a college newspaper or taken a college journalism course." Who stands the best chance at the *Times*? The applicant "from a good newspaper where he has had good training and experience." The *St. Louis Post-Dispatch*, *Washington Post*, and *Baltimore Sun* are singled out by Catledge.

● Staff vacancies, he notes, "as often as not are filled by taking in young men from the colleges and universities as copy boys; if they show promise, they are promoted to the rank of clerk and then become reporters or copy readers."

Similarly, New York *Journal American* personnel director Frank McNeill states: "We never take reporters from the colleges. We regularly employ twenty or more copy boys, some expecting to become reporters within six months. But there are not that many openings. Probably the most stubborn join the news staff."

At *United Press International*, the assistant general news manager, William Payette, feels "the ideal fellow would be one who had finished school and then worked for six months or a year on a weekly or a small daily so that he would have good general experience." *UPI* president Frank Bartholomew put it this way in a recent speech:

"The man we are looking for is the generalist, the man who has dipped into most of the broad stream of knowledge, and who has an abiding interest in them. Such a man should be able to do a job of reporting in a specialty, and, following his native curiosity, develop the important and interesting points."

● Ken Kramer, managing editor of McGraw Hill's *Business Week*, provided the most optimistic outlook for New York hopefuls. He points out the range of magazines extends from the mass audience publications as *Life*, *Time*, *Newsweek*, and *McCall's* to special interest periodicals as *Jeweler's Outlook*, *Flower Grower*, *Medical Times*, *Boot & Shoe Recorder*, and *Etude* music magazine.

"Anyone coming into the job market," says Kramer, "who is interested in magazine work, is almost certain to line up a fair list of employer prospects that match his interests." He adds:

"If you are willing as a starter to take a job paying not much money (\$50 to \$70 a week), you should have more chances to connect in the magazine field. There are always, it seems, some magazines in need of editorial assistants with little or no experience."

● Solid news experience is the key to radio-TV jobs. At the *Columbia Broadcasting Company*, the producer of television newsmagazine for domestic and foreign consumption, Howard Kany, says, "For most news executive positions, or those involving writing and editing, it is generally considered more important for an applicant to be well grounded in general news concepts and to have solid news experience than that he be especially adept in television techniques. The latter can be acquired relatively quickly."

Kany added an oft-expressed comment: "There are and will be fewer openings for the 'just average' newsmagazine. But, as always, there will be room at the top for the star performer or the superlative news craftsman."

● Should the college graduate or young writer come to New York or wait? The answer is an individual one. PR man Battersby counsels, "Get a job with a small-town paper, radio or TV station. Then, with a few years experience, you can lay siege to the cold steel and stone (with hearts to match) of New York and other large cities."

The late Seymour Berkson, who until his recent untimely passing was publisher of the *Journal-American* and

previously general manager of *INS*, once advised the author, "Wait until New York is ready for you." This proved good advice.

● The actual job hunting is always a difficult experience, but can be worthwhile and educational. If you're actually planning to go to New York, be sure to write ahead for an appointment. When you appear, have a written résumé of your background and experience which you can leave with the prospective employer. Also bring a collection of clippings.

Even if the editor admits right off that he has no immediate openings, don't dash off. Frequently he can and will volunteer suggestion on areas of the industry where jobs might be available.

New York editors also emphasize that they are interested in more than listed qualifications and training. *LOOK'S* Botter notes: "We often find we are more concerned with the profile of the whole man—his outside interests and activities, his ambitions, his curiosity and his attitudes toward the community."

These are factors that can be brought out in the interview.

If you're Gotham-bound, good luck!

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From Quill Readers

MARIE TORRE

To The Quill:

I'm disturbed about the reaction to the contempt of court sentence slapped on television columnist Marie Torre. Some newspaper people are saying Miss Torre deserved what she got. They're saying there's no reason why a responsible reporter should refuse to divulge a news source. At least one of the nation's biggest dailies even took this position on its editorial page.

It is clear that the sentencing of Miss Torre was just under the law that applied in her case. The law, however, can be changed. Remedial legislation, in fact, is being considered.

Meanwhile, what's happened to all of the newspapers who have crusaded for freedom of information at the local, state and federal levels? Aren't they interested in protecting the reporter's relationship with that important newspaper resource, the tipster? Are they willing to stand by while another stumbling block is thrown in the path of the man who gathers news?

Pulitzer prizes have been won and nests of corruption overturned because a man sidled up to a reporter with a tip, confident that his identity would not be revealed. The Marie Torre case, per se, may be unimportant. The continued inroads on news-gathering operations which it portends are far from unimportant, however. Perhaps the writer of the earlier mentioned editorial should be put on the City Hall beat, where he can refresh his memory about the importance of a man with a tip.

PAUL GAPP
Chicago Daily News

SOUTH REPLIES

To The Quill:

"South Blacks Out Race Story" in the February issue of THE QUILL makes a specific reference to *United Press International* and another by association not consistent with the record. The author said UPI "clammed up" after the first day, October 31, of the bus boycott called by a Negro minister in Birmingham. The facts are that UPI moved on its wires a total of twenty items after the first day reporting on the situation.

UPI Alabama News Manager William O. Tome personally checked buses on Saturday, November 1, and Monday, November 3, and another staff correspondent did the same on November 3. UPI reported on November 3 that there was no "noticeable decrease" in bus patronage by Negroes.

The situation was thoroughly cov-

ered and reported by UPI up to the level of its worth as a news event. Mr. Atkins also said "several radio, television, wire service and newspaper editors got together with someone in higher circles and decided that if the boycott were not mentioned it would go away."

At no time did anyone in UPI take part in any such conference. Mr. Tome is a professional, dedicated newsman, and neither he nor his staff took part in any conspiracy to distort or suppress the facts of this event.

R. T. ESKEW
Southern Division Manager
United Press International

To The Quill:

I am concerned about the article entitled "South Blacks Out Race Story," by James Atkins, in the February, 1959, QUILL. Mr. Atkins' account is confusing, contradictory, and not well documented. It seems likely to leave false impressions and to do more harm than good.

I do not profess to know the facts about the "news blackout" reported by Mr. Atkins. However, I find his own account rather unconvincing and unhelpful.

GEORGE E. SIMMONS
Journalism Department
Tulane University

To The Quill:

James Atkins' article in the Febru-

ary issue of THE QUILL is not QUILL quality, but quackery. By his title "South Blacks Out Race Story," Mr. Atkins implies he know all about journalism Southwide.

His article raises doubt whether he even knows about Birmingham or Alabama journalism. It seems flavored with more fancy than fact, more obloquy than observation.

RALEIGH BRYANS
Editorial Associate
The Atlanta Journal

To The Quill:

IN THE QUILL for February, I read with interest and a certain amount of bewilderment a piece by James Atkins headed "South Blacks Out Race Story." My interest turned to bewilderment when I read the piece and realized Mr. Atkins wasn't writing—wasn't even pretending to write—about the South blacking out controversial racial news. He was writing about what seemed to him to be timid and incomplete coverage of such news in Birmingham, Ala. Nowhere in the article does Mr. Atkins discuss, or even allude to, similar situations anywhere but in Birmingham, Ala.

The matter of coverage given to controversial racial news is a topic of importance to our profession, north and south. Although the readers of THE QUILL might have appreciated a somewhat more documentary approach, Mr. Atkins presented evidence from Birmingham that led me to believe he had a point, so far as Birmingham was concerned.

CHARLES McDOWELL, JR.
Richmond Times-Dispatch

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PRINTERS OF THE QUILL SINCE 1926

To The Quill:

Your handling of the story captioned "South Blacks Out Race Story" in the February issue of *THE QUILL* impresses me as about the worst journalism I have seen in many a day. First, the headline itself is far too broad. The South is a large region, stretching from Louisville to New Orleans and from Miami to Richmond. If you can show me any evidence that the *Times-Picayune*, the *New Orleans States-Item*, the *Louisville Courier-Journal* and many other Southern newspapers which I read actually "black out" the race story, I will buy you a new suit of clothes. Most of them play it harder than many newspapers in the North.

Second, the caption under the Ku Klu picture leaves the reader with the impression that Northern papers make greater use of pictures of this kind than do Southern newspapers. I challenge this untrue and unfair implication. To the best of my knowledge, we have not had a demonstration like this one in Louisiana in many years; but we have printed pictures like this from other Southern states on the infrequent occasions that such demonstrations actually have been held.

GEORGE W. HEALEY, JR.
Editor,
New Orleans Times-
Picayune

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News Rivalry—

(Continued from page 12)

newspapers," said Sulzberger. "They said it was like operating in a vacuum."

Most newspapermen polled agreed that the strike provided a good example that radio and television are not seriously competitive from the standpoint of news presentation, even though the stations substantially boosted their coverage.

"The strike proved that newspapers and radio-TV are complementary and that neither has to fear the other," said Arthur T. Hadley, assistant to the executive editor of the *Herald-Tribune*. "Each creates markets for one another."

● Hadley explained his view by stating that newspapers traditionally "have supplied the 'who, when, where, what, why and how' of the news. The strike showed that radio and television can supply the 'who, when, where and what,' but cannot adequately give the 'how' and the 'why.' And often the 'what' is inadequately given as far as telling what the news means."

Hadley ventured that "television news is the best thing that ever happened to the daily newspaper because it creates a market for the 'what, how and why' of the news."

J. Kingsbury Smith, new publisher of the *Journal-American*, agreed that "television whets the appetite for more news and especially the significance of the news."

This undeniable "appetite"—or habit—brought forth an expression of some concern from Earl J. Johnson, vice president and general news manager of *United Press International*.

● "I think most New Yorkers have the reading habit," said Johnson. "I saw people during the strike reading time-tables, match covers, the most alien kind of publications, simply because they had the habit or perhaps it was because they couldn't bear to look at each other in public places. I suppose we could take cheer from this observation, but in a way it worries me."

"Frank Lloyd Wright, the architect, defined television as 'chewing gum for the eyes.' I would hate to think that the newspapers might slip into that category. If the reader reads simply because he has a nervous twitch in that direction, I think that you and I in the news business are failing him somewhere. He should read because he wants to know what you and I and our product have to tell him."

"If he regards his newspaper merely as relief for a reading urge, a kind of mental thumb-sucking, we are not fulfilling our responsibility to our world

or to our community," Johnson concluded.

● The way New Yorkers grabbed up the newspapers as soon as they returned certainly confirmed either the "appetite" or "habit" or both. It also seemed to bear out the following consensus on areas in which New York newspapers operate with some degree of exclusivity or particular effectiveness:

1. News in detail as opposed to the "top of the news" that makes up much, but certainly not all, of newscasts in other daily media.

2. Wide local coverage that only the large staffs of newspapers can provide. "The presence of reporters at government meetings is one of the greatest protections a citizen has," added one spokesman. "Not only does the reporter provide necessary information on taxes, new laws, important decisions and other public activities, but his very presence helps to prevent misdeeds."

3. Crusading for good and exposure of evil. These functions of journalism were noticeably absent during the strike.

4. Interpretive reporting and editorializing. These journalistic endeavors are routine undertakings for daily newspapers, with their manpower and space. Noteworthy "special event" coverage and analysis often has been provided by TV-radio, but outside of a relatively few radio commentators, the daily burden of interpreting the news and calling for action falls on newspapers.

5. Human interest, sports and feature material. This is probably the least exclusive area of operation, because there is more direct competition with entertainment. It is, however, one area in which newspapers long have been skilled.

The New York newspaper stoppage showed that no true "news blackout" occurs during a strike, although the term was used frequently. Radio and television, news weeklies, papers from New Jersey, Boston and Philadelphia, suburban papers, even foreign language and sensation publications kept the light on. But the strike also illuminated the above fields in which local newspapers were seriously missed by many readers.

● Of interest is the fact, however, that the New York papers so far have given little indication of editorial changes based on strike-inspired reflections. Most newspaper executives contacted for this article seemed to feel that their newspapers had long-since adjusted to the presence of other news media and were already placing adequate emphasis on some or all of the five strong points described.

If the use of columnists and analysts to forecast, clarify, dissect, gossip about and argue over current events is any criterion, then New York newspapers certainly have been filling the need for daily interpretive journalism. Whether it is in politics, business, military affairs, education, sports, drama or women's fashions, you can find a friend who agrees with you on one or more of the nine papers. Bob Considine, Red Smith, Hanson Baldwin, Donald Rogers, Robert Ruark, Clementine Paddleford, Max Lerner, Walter Winchell, Eleanor Roosevelt, Brooks Atkinson, and Sylvia Porter are but a few of the familiar by-lines in New York.

Changes are taking place in New York newspapers, of course, whether heightened by the strike or not.

● Kingsbury Smith credits his recently deceased *Journal-American* predecessor, Seymour Berkson, for increasing his newspaper's appeal to women by devoting more space to women's news and service features. The front page also is less sensational, he said. Red banners no longer are used for headline news, only for calling attention to inside features. Such changes helped to boost women's readership to 370,000, Smith said.

The *Herald-Tribune* has been the subject of much discussion in newspaper circles since joining the John Hay Whitney interests. Arthur Hadley was asked to comment on possible new directions that might result. He replied by quoting the words of a British military leader after Winston Churchill assumed power in World War II: "The changes were more real than apparent."

● The *Times'* Sulzberger also said that changes would be made, but that "we will try to make them as inconspicuous as possible." One that took place recently was a layout switch which moved the familiar *Times* News Summary and Index from page two to the split page.

As to the future, Sulzberger said, "We probably will increase our coverage; we may even someday have a Gobi desert correspondent."

He added that he doubted that the *Times* would increase its use of news analysis articles. He said the *Times* was "trying to hold this down. We prefer to have our readers think for themselves."

One newspaper executive, Francis M. Flynn, publisher of the *Daily News*, felt that the future might see many changes. He said he'd bet that "every newspaper in New York is trying to figure out something new or dramatic to project into its future planning."

To Flynn, the strike proved that newspapers "have to work harder to keep what they have and even harder

to get ahead. It provided an opportunity to find out that some persons can get along without a newspaper, or at least as many newspapers."

He said that newspapers must "sharpen up" and keep readers and advertisers aware that the press is the best medium for news and ads.

Flynn agreed that television itself did not provide "harmful competition" to newspapers as dispensers of news, but said that it did further tighten an already keen competitive situation in a city with many newspapers.

This over-all competition is such that several newspapermen said that the biggest obstacles to a successful future are mounting costs that don't get passed on to customers and advertisers.

● "Newspapers seldom pass on rising costs either in the price of the paper or increased ad rates," said Kingsbury Smith. "The future depends on an understanding by labor and the advertiser. Labor must understand that if high costs continue to mount and if newspapers can't make them up, the papers won't run at a loss indefinitely. The advertiser must understand that in the newspapers he has a tremendous medium for reaching the public. If he is not prepared to recognize this by accepting higher rates from time to time, then he will find himself with fewer newspapers in which to advertise."

Smith, who injected that the *Journal-American* was not in the red-ink category, gave as an example of the difficulty of passing on costs the recent price increase to 10 cents by evening newspapers.

"Some lost heavily in circulation, have been unable to recoup, and have had to cut ad rates," he said.

General agreement existed that newspapers would be making every possible improvement in production methods to trim costs.

Arnold—

(Continued from page 25)

no one argues motives or results. But it worries editors.

● They ask themselves, too, if the honorable adherence to strict impartiality leans them over backwards in dealing with either the privileged or the underprivileged.

And the constantly gnawing question: Are we protecting a thoughtless youngster or encouraging a juvenile delinquent when we blank out names in stories of escapades . . . and sheer, wanton bestiality?

Are we building up formidable competitors, not only for the advertiser's dollar but for the reader's time, when

BEHIND THE BYLINE

An authority on newspaper typography and an experienced journalist, **Edmund C. Arnold** poses the questions demanding study and answers of the profession today. Arnold is editor of *Linotype News* and in charge of advertising and public relations for the Mergenthaler Linotype Company.

He has had twenty-five years of newspaper experience and still is co-publisher of the prizewinning *Frankenmuth, Michigan, News*. He was a decorated combat correspondent during World War II. He is a journalism graduate of Michigan State University, is active in several professional organizations, and writes columns for *Publishers' Auxiliary*, *Canadian Weekly Editor*, and *Industrial Editor*. His articles have appeared in several other publications, including *THE QUILL*, and he is in demand as a speaker for printing and press groups. His well-known book, *Functional Newspaper Design*, now has been followed by one, just completed, on news photography. He's already at work on another, on newspaper advertising typography and layout.

we create, and then cater to, an interest in TV? Is there really any difference between running television programs and printing the table of contents of *Ladies Home Journal* or *Confidential*?

Or can we throw stones at the gossip magazines when we make a major newsbreak of the flagrant adultery of a movie actress and report pregnancies and divorces with the breathlessness in which we once covered A-blasts?

● And whether they come from Hollywood or the Pentagon, do we let hand-outs substitute for digging out news the hard way?

And, finally, are we deglamorizing ourselves and our jobs so much that we are scaring away the eager and talented youths that we need on our staffs, if not today, then certainly no later than tomorrow? Why do typical kids fear newspaper work as unrewarding and at painfully irregular hours? Why are enrollments in schools of journalism dropping? Why do their good graduates go into advertising and public relations?

These are the questions journalists are asking. Maybe you have the answers, some or all. But mostly, the answers are anything but well defined and those that come to mind often hold foreboding and uncomfortable hours while we change attitudes and conditions.

But we can be sure solutions will come. Seventy-five years ago newspapermen were asking: "How can we

bring the printed news more swiftly to our readers?" From frustrating failure came the answer that brought the birth of the Linotype . . . and with it the whole era of modern journalism.

As we define our problems—and only then—can we solve them. American newspapers are taking the first step right now.

Global News—

(Continued from page 15)

an expert on the subject—or make one in a hurry through research—to help the harried correspondent who must know all things for all men.

But whether it is the night sergeant in the 19th Precinct, the zoo attendant who midwifes the duck-billed platypuses, or the hatcheck girl at some boisterous bistro, as on all beats it is contacts that pay off.

Contacts on the U. N. beat are made just the same as the ward-heeler makes his. Meeting people, cultivating them, talking, drinking and eating with them. Knowing your contacts fairly intimately is important.

One little-publicized failure of the U. N. was the necessity for it to close down its press bar—for lack of business. Not that U. N. correspondents look not upon the wine. Rather, they go, frequently and en masse, to the delegates' bars where they can seek out their sources over a convivial glass. Delegates, on the other hand, seldom went to the press bar on another floor.

Both delegates and press benefit from the cocktail parties, which, during the height of the General Assembly season in October and November, may run to three invitations a night. The correspondent who regularly fills my chair at the U. N. had a total of 267 such invitations last year. So he goes on an annual diet after the Assembly ends.

Then there is the latrine reporting at the U. N.

U. S. Ambassador Philip Jessup chanced upon Soviet Ambassador Jacob Malik in the men's room one day, so the story goes, and from their casual conversation grew eventually the settlement of the Berlin crisis of the late 1940's.

And there was the time when Andrei Vishinsky and his bodyguards strode out of the General Assembly and one news agency flashed a new Russian walkout. By the time the call-backs reached other agency offices, Vishinsky and his crowd had returned to their seats.

The agency that flashed was red-faced. But we kept an eye on the men's rooms for months afterward whenever there was a chance the Russians might leave a meeting—for any reason!



Plans for the New York City issue of *The Quill* were discussed at this monthly meeting of the Deadline Club, the New York City Professional Chapter of Sigma Delta Chi, at the Overseas Press Club on February 13.

Deadline Club Staff For New York City Issue

THIS special New York City issue of *THE QUILL* was prepared by a committee of the New York Deadline Club, the New York City Professional Chapter of Sigma Delta Chi, headed by J. Wendell Sether, head of J. Wendell Sether Associates, Inc., and under the over-all supervision of Howard Kany, manager of news film for the *Columbia Broadcasting System*, and president of the chapter. Kenneth Baker, publicity manager of the chemicals division of the Olin Mathieson Chemical Company, served as assistant editor.

Others on the committee were: Ed Arnold, director of trade relations, Mergenthaler Linotype Company; Donald Coe, director of special events, *American Broadcasting Company*; North Calahan, professor of journalism, New York University; John Fischetti, cartoonist, NEA Service, Inc.; Dudley Martin, director of press relations, Institute of Life Insurance; Joseph Oppenheimer, associate editor, *Forbes Magazine*; Ray O'Neil, national news desk, *New York Times*; William C. Payette, assistant general news manager, *United Press International*; Bruce Munn, chief United Nations correspondent, *United Press International*; Martin Z. Post, president, PR Newswire; Samuel Sharkey, news editor, *National Broadcasting Company*; Stanford Smith, assistant to the general manager, American Newspaper Publishers Association; Jerry Walker, executive editor, *Editor & Publisher*; Tommy Weber, commercial photographer, and Frank Duffey, editor, Carl Byoir Company.

Good Editor Winner

The winning reply in the "Good Editor" contest, sponsored by *THE QUILL* and the *National Live Stock Producer*, will be printed in the May issue of *THE QUILL*. The prize for the winning entry is \$100.

BEHIND THE BYLINE

Ed Wergeles, cover director, chief of photography, and camera editor for *Newsweek*, got his first camera at age eleven. In the twenty-nine years since, he has used it and many others all over the world. This creative photographer, with a knowledge of reproduction and art, points out that "the cover is one of our most important features. It reflects the editorial character of the magazine, and must, also, be an eye-catcher on the newsstand." Wergeles has never lost his enthusiasm for photography. He has lectured on his favorite subject before many professional and student groups and judges major photo contests.

Born in Newtown, Connecticut, he went to work for the Hearst papers in 1936. In 1941 he left the *New York Journal-American* to spend five years as an Army photographer. He made the layout for the pictures on pages 26 and 27.



Ed Wergeles

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The Book Beat

Shrdlu

THE 4,200 members of Washington's National Press Club can feel sure that an appropriate and important tribute has been paid to a monumental journalistic institution with the publication of "**Shrdlu: An Affectionate Chronicle**" (The National Press Club, Washington 4, D. C., \$5.15), the club's fiftieth anniversary book.

To the journalist, the title is not strange. As the Washington *Evening Star's* John V. Horner, president of the Press Club during its jubilee year, explains in a foreword, the linotype operator, to signify an error, runs his finger down two rows of keys, the result being *etaoin shrdlu*.

The title is ideal for a document that describes the functioning and history of America's most journalistic journalism institution. For the National Press Club is not only a place where journalists gather in off hours, it is a place where much important news is made and is a vantage point from which one could actually cover Washington.

In another foreword to the book, one of Washington's senior observers, Willard M. Kiplinger of newsletter fame, gives an interesting interpretation of the club. He points out that "the written word is merely the trigger" for all the talk that goes on in the world. People talk and gossip about what they read. News is raw material for conversation.

"The point of most significance about the National Press Club is that it is the biggest single talking-place of men who convey the news to people. It's the biggest single tent, with the greatest number of news performers under it," Kiplinger adds.

The rest of this 162 page book tells a really unbelievable story in fourteen chapters. Probably the most unbelievable thing about the Press Club was its struggling days to keep together. But the most fantastic part of the book is the chapter on the financing of the National Press Club, the fourteen story home of the Club on one of Washington's busiest corners.

The Club is a principal stockholder in the building and ultimately will own it. This will make it one of the world's richest clubs. It deserves this exalted position because when one reads about the "frenzied finance" that brought the building into being, he realizes that these things do not happen any more.

The book is handsomely and expensively bound. Typographically it is beautiful and loaded with hundreds of pictures, cartoons and documents.

Shrdlu is more than something to



The linotype keyboard, which furnished the title for the history of the National Press Club.

bring fond memories to the Club's 4,200 members. It is an important document in the history of American journalism. This book will give new insight into some professional development in United States journalism as it reveals the journalist in his hours of relaxation.

To the many men of the Club who worked on **Shrdlu**, particularly Homer Joseph Dodge, and to the book's editor John P. Cosgrove, of *Broadcasting-Telecasting Magazine*, students of American journalism history owe a great debt as do many others who want to just have a few hours of good fun.

—DICK FITZPATRICK

Reporters' Trade

DURING their twelve years as authors of the syndicated, pessimistic "Matter of Fact," Joseph and Stewart Alsop gained the reputation of producing columns approaching the scholarship of Lippmann, yet always upbraiding severely what they considered evil: vacillation, incompetence and secrecy in government.

The Alsops devote more than two-thirds of "**The Reporter's Trade**" (Reynal and Company, New York, \$5) to reprinting these columns. This is unfortunate because, however excellent the columns, they are old. The important aspect of the Alsops' story is "the reporter's trade"—how they gathered the news, how they evaluated it, who attempted to prevent their gathering it and above all, their opinions about government candor. Less than one hundred pages are devoted to this "trade talk."

Included, however, are anecdotes illustrating what the Alsops believe should be the relationship between the government and the press.

The Alsops maintain a government should know what it wants and should know how to get it. When it does, the

brothers write, there is no need for secrecy. However the Alsops say they have yet to find such a government.

In a Washington fraught with classification stamps, syrupy platitudes, the witch-hunts and paid informers of McCarthy and self-righteous complacency, the Alsops recount how they developed their pessimism.

The tenor of "**The Reporter's Trade**," then, is a plea for candor in government. The Brothers Alsop have a story to tell and they tell it with passion and conviction.

—ROBERT G. TRAUTMAN

Poker Tips

ON the premise that this column should be open to hobbies and avocations of the craft, an intriguing treatise on the fine art of drawing to an inside straight deserve attention. "**The Education of a Poker Player**" by Herbert O. Yardley (Simon & Schuster, New York, \$3.95) offers a delightful book of reminiscences of a master of the art as well as some pointed suggestions for winning in this ancient pastime of the press room. The author, who also wrote "The American Black Chamber" spins some exciting yarns, definitely not for your maiden aunt, and writes with gusto and a lively sense of humor.—C. C. C.

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Sigma Delta Chi NEWS

NO. 77

APRIL, 1959

CBS Television Network Honors Fraternity's Fiftieth Anniversary

Name Jurors For SDX Awards

The appointment of 63 jurors for the 1959 Sigma Delta Chi Distinguished Service in Journalism Awards was announced recently.

They will vote on nominations for Sigma Delta Chi awards made in fifteen journalism categories, based on work done in 1958. The deadline for the submission of entries was February 1.

The Sigma Delta Chi awards are made annually, usually in April, and are administered by Victor E. Bludorn, Executive Director of the Fraternity. The awards are made on the recommendation of the jurors who are veteran journalists and distinguished Americans, representing all sections of the United States.

Presentation of the bronze medallions and accompanying plaques will be made at the annual banquet ceremony at the Ambassador West hotel in Chicago, May 14, by Sigma Delta Chi's National President, James A. Byron, news director of WBAP, Fort Worth, Texas.

The Awards are among the oldest made in journalism, having been made annually since 1932.

The list of 1959 Sigma Delta Chi Award jurors follow:

Al Orton, Associated Press, Chicago; John Madigan, Chicago (Ill.) American; Jess Bogue, United Press International, Chicago; William J. Conway, Associated Press, Chicago; George H. Boswell, Associate Editor, Atlanta (Ga.) Constitution; William H. Fields, Managing Editor, Atlanta (Ga.) Constitution; Lew E. Hawkins, Chief of Bureau, Associated Press, Atlanta; W. Sprague Holden, Professor of Journalism, Wayne State University, Detroit; William White, Dept. of Journalism, Wayne State University, Detroit; Richard A. Femmel, News Editor, Station WXYZ-TV, Detroit; Harry Reed, Managing Editor, Pontiac (Mich.) Press; Rev. Charles M. O'Hara, S.J., Assistant to the President, Marquette University, Milwaukee; Dr. J. Martin Klotsche, Provost, University of Wisconsin, Milwaukee; Mrs. Norbert J. Klein, Milwaukee.

Herb Gernar, Picture Editor, Minneapolis

(Continued on page 42)

Chapters Asked to Plan Programs for Golden Anniversary

Ways in which chapters can participate in the 50th anniversary of SDX were described by John McClelland Jr., Seattle, and Charles Clayton, editor of *THE QUILL*, at the National Convention in San Diego last November.

Chapters should tell the story of SDX during its 50th year, Clayton said. They can promote the new history of SDX which will be off the presses in April, 1959. A special issue of *THE QUILL* will also be published in November to salute the 50th anniversary. Articles and ideas for this issue will be welcomed by the editor.

McClelland said the 50th anniversary offers professional chapters an opportunity to promote SDX, to stir up interest in the professional chapter program, and to honor some outstanding senior members of the fraternity.

He suggested using the 50th anniversary theme for chapter meeting programs, by building a program around the oldest members, by honoring local journalists who have been in journalism for 50 years, or by any other activity which points up the 50 years.

A newspaper, radio or television interview with the chapter president was suggested as a means of publicizing the anniversary. McClelland said local chapters might also hold a TV panel on the professional aspects of journalism, discussed by a newspaperman, a radio newsman, TV specialist and other journalists.

Other chapter activities suggested for saluting the 50th anniversary include marking a local journalistic historic site; making a distinguished journalism award to an outstanding journalist in the area; establishing anniversary scholarships for outstanding high school or college students; and the awarding of one or more life memberships to charter members with appropriate ceremonies, speeches and publicity centered on the 50th anniversary theme.

"Is American Journalism Meeting Its Responsibilities?," the first of two programs honoring the 50th Anniversary of Sigma Delta Chi, was presented over the CBS Television Network on Sunday, March 29.

A second program, "Is the American Public Getting the Information It Needs?," will be produced by the Public Affairs department of CBS News on Sunday, April 5 (2:30-3:30 p.m., EST).

The two programs are a part of the "Great Challenge" series appraising journalism in this country today.

Panelists on the March 29 program were Barbara Ward, formerly foreign affairs editor of the *Economist* of London; John Fisher, editor-in-chief of Harper's magazine; Eugene C. Pulliam, president and publisher of newspapers in Indiana and Arizona; J. Russell Wiggins, executive editor of the Washington (D. C.) Post and Times Herald; and Sig Mickelson, general manager of CBS News.

The April 5 program will explore the subject of barriers that limit a journalist's accessibility to vital news. Panel members will be James C. Hagerty, Presidential News Secretary; James Reston, chief of the Washington Bureau of the New York Times; Arthur M. Schlesinger Jr., historian; Robert D. Swezey, general manager of WDSU, New Orleans, La.; and Charles A. Sprague, publisher of the Salem (Ore.) Statesman.

A committee working with CBS includes Sol Taishoff, Editor and Publisher, Broadcasting, Washington, D. C., Chairman; Turner Catledge, Managing Editor, New York (N. Y.) Times; Bernard Kilgore, President, Wall Street Journal, New York, N. Y.; Edward Barrett, Dean, Graduate School of Journalism, Columbia University, N. Y., N. Y.; Theodore F. Koop, Director of News, CBS, Washington, D. C.; William Ray, Director of News, NBC, Chicago, Ill.; Leonard H. Goldenson, President, American Broadcasting-Paramount Theaters, Inc., New York, N. Y.; John Cowles Jr., Vice President, Minneapolis (Minn.) Star and Tribune; Barry Bingham, President and Editor, Courier-Journal, Louisville, Ky. (Ex-Officio); Charles C. Clayton, Dept. of Journalism, Southern Illinois University, Carbondale, Ill., and Victor E. Bludorn, Executive Director.

San Jose State College Chapter To Honor First Radio Station

San Jose State College undergraduate chapter of Sigma Delta Chi announces it will honor KCBS Radio as the world's first regular broadcasting station in week-long ceremonies March 28 to April 3.

Twin anniversaries will be celebrated by the San Jose State undergraduate chapter. Not only was Sigma Delta Chi, professional journalistic fraternity, founded in 1909, but also radio broadcasting began 50 years ago in a small station set up in the Garden City Bank Building in San Jose, California.

KCBS Radio is the direct lineal descendant of the station which operated regularly scheduled programs on a continuous basis from as early as 1909. It acquired the call letters of KQW in 1921. The station became CBS-owned in April, 1949.

Founder of the pioneer station was Charles David Herrold, an obscure scientist living in San Jose at the time, who devoted almost his entire energy and fortune in the development of his work. Herrold is recognized by authorities as the first to broadcast programs on a scheduled basis. He led in the idea of entertaining mass audiences rather than simply person-to-person transmitting as many of the experimenters of the time were doing.

Prof. Gordon Greb of the SJS journalism department investigated Herrold's pioneering work and found it was documented by original records and witnesses to the events.

Greb's research was made possible by a Radio Research Grant from KCBS for the purpose of studying early-day broadcasting. Cooperation in planning and research also has come from SJS College President John T. Wahlquist; Clyde Arbuckle, San Jose City Historian; Douglas Perham, owner-operator of the New Almaden Museum; and Joyce Backus, SJS College Librarian.

The SJS undergraduate chapter plans to focus the world's attention on Herrold, who died in 1948 without the recognition he deserved. KCBS Radio will join with SJS Sigma Delta Chi members in pre-

senting a week-long commemorative observance.

Highlighting the week's scheduled events will be a "Deadline Dinner" on the evening of April 2, followed by a parade and dedication ceremonies on the morning of April 3.

"Deadline Dinner," an annual event sponsored by the SJS journalists will feature nationally-known CBS radio-TV news analyst Larry Lesueur as guest speaker. Attending the banquet in the new SJS College Cafeteria will be stars of early-day radio, leading figures in modern radio-TV, and members of the press.



Lesueur

A parade will take place in downtown San Jose at 9 a.m. on April 3, led by the San Jose State band playing 1909 tunes. Also participating will be President Wahlquist, well known entertainers, civic officials, and members of various historical societies attired in period costumes.

Climaxing parade ceremonies will be a dedication of a plaque to Herrold at the site of his first radio station, the American Trust Company, First and San Fernando streets, San Jose. The plaque also will honor the young men who worked closely with Herrold in his early broadcasting days.

SDX Awards

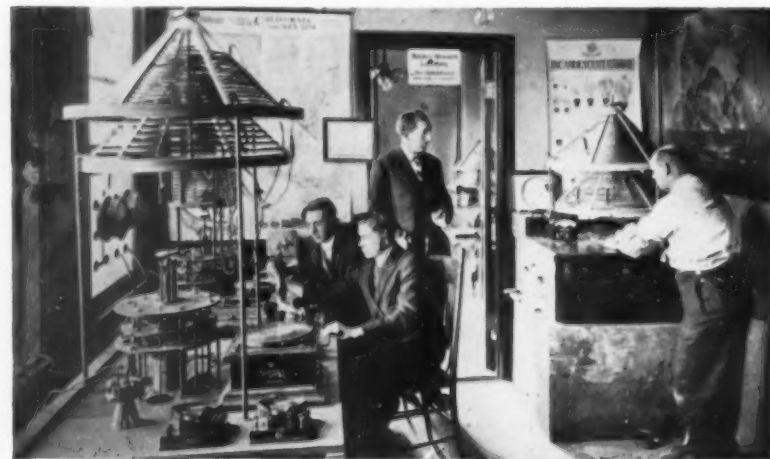
(Continued from page 41)

olis (Minn.) Star; Fred L. Kildow, Associate Professor, School of Journalism, University of Minnesota, Minneapolis; Ken Carley, Asst. Editor, Minneapolis Sunday Tribune; Art Hager, Color Staff Chief, Minneapolis (Minn.) Star; George S. Bush, Assistant Professor, School of Journalism, University of Minnesota, Minneapolis; Leon Olson, Denver (Colo.) Post; Bernard Kelly, Denver; Robert Butz, Denver; John Jameson, Englewood, Colo.; Linton von Beroldingen, Editor, San Francisco (Calif.) Examiner; Robert W. Lee, Managing Editor, San Francisco (Calif.) News; Templeton Peck, Editorial Page Director, San Francisco (Calif.) Chronicle; Frank E. Marsh, Executive Vice President, San Francisco (Calif.) Bay Area Council.

F. Douglas Tellwright, Executive Vice President, Pacific Telephone & Telegraph, San Francisco; Howard B. Taylor, Director of Training, Copley Training Program, San Diego; Jonathan W. Latimer, LaJolla, Calif.; Milford Chipp, Consultant to the General Manager, Union-Tribune Publishing Co., San Diego; Glen Bayless, Washington Bureau Editor, McGraw-Hill Publications, Washington, D. C.; Cecil Holland, Washington (D. C.) Star; Dr. Diosdado M. Yap, Publisher, Bataan Magazine, Washington, D. C.; Herschel Schooley, Director of Information, Dept. of the Interior, Washington, D. C.; Austin Kiplinger, Kiplinger News Letter, Washington, D. C.

James Fuller, Fort Worth, Texas; Tom Whelan, WBAP-TV, Fort Worth; Tom McDonald, WBAP-TV, Fort Worth; Gordon Smith, WBAP-TV, Fort Worth; Ewald Cockritz, National Program Director, Storer Broadcasting Co., Bay Harbor, Fla.; Jack Sandler, Vice President, Storz Broadcasting Co., Miami, Fla.; Dan Valentine, Program Director, Station WCKR, Miami; Marlowe Froke, School of Journalism, Pennsylvania State University, University Park, Pa.; H. Eugene Goodin, Director, School of Journalism, Pennsylvania State University, University

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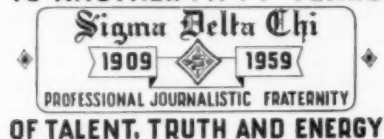
HERROLD'S STATION IN 1913—Operating on the same principles that caused streetlamp arcs to hum and sing, the San Jose station shown here carried news and music regularly to Northern California listeners—sometimes was heard 900 miles away by ships at sea. Charles D. Herrold (center) watches his assistants as they carry out their duties. Operator Emile A. Portal (front, left) and Kenneth Sander (rear, left) performed announcing as well as technical duties. Frank Schmidt (right), mechanic, kept the transmitter tuned and adjusted during the operation.

Photo courtesy of New Almaden Museum

Postmark Ads Available for 50th Anniversary

How about using this SDX Golden Anniversary postage meter slogan in your mailings?

TO ANOTHER FIFTY YEARS



OF TALENT, TRUTH AND ENERGY

The die for the postmark ad may be obtained through Sigma Delta Chi National Headquarters or from Pitney-Bowes, Inc., 185 North Michigan Avenue, Chicago 1, Ill. The price for the plate for the "R" meter is \$15 each, plus 25 cents shipping charge. Prices for plates for other models available on request.

If you do not use meter mailing, you may make a rubber stamp of this design.

Postmark ad plates are also available of the 1959 Golden Anniversary Convention slogan illustrated below.



(Continued from preceding page)

Park, Pa.; Prof. William G. Mather, Head, Dept. of Sociology and Anthropology, Pennsylvania State University, University Park, Pa.; Milton J. Bergstein, Manager, WMAJ Radio, State College, Pa.; Professor Harold Nelson, Dept. of Speech, Pennsylvania State University; Leslie P. Greenhill, Associate Director, Division of Academic Research and Services, Pennsylvania State University.

Claude Dorsey, News Director, KMBC-TV, Kansas City, Mo.; Walt Bodine, WDAF-TV, Kansas City, Mo.; R. T. Kingman, General Motors, Kansas City, Mo.; Howard L. Kany, CBS, New York, N. Y.; Frank Blair, News Editor, NBC, New York, N. Y.; Fred Kugel, Editor-Publisher, Television Magazine, New York, N. Y.; Alan L. Berckmann, Publicity Manager, Olin Mathieson Chemical Co., New York, N. Y.; Louis J. Kramp, General Executive, Associated Press, New York, N. Y.; Lawrence Salter, Secretary, Playtex Park Research Institute, New York, N. Y.

Robert L. Jones, School of Journalism, University of Minnesota, Minneapolis; Sidney S. Goldish, Research Director, Minneapolis (Minn.) Star and Tribune; Dean Norval Neil Luxon, School of Journalism, University of North Carolina, Chapel Hill; Professor George E. Simmons, Dept. of Journalism, Tulane University, New Orleans; Professor David Manning White, School of Public Relations and Communications, Boston (Mass.) University.

SDX NEWS for April, 1959

Valley of Sun Chapter Honors Arizona's First Newspaper

BY LLOYD CLARK

In the days of turbulence incidental to bringing order to the Southwestern frontier, a man with a penchant and a press started The Weekly Arizonian. His penchant to say what he pleased in print stemmed from New England upbringing, and his press came from Cincinnati around the Horn via Guaymas, Mexico.

He was Edward Cross. And his locale was Tubac—a settlement in Arizona County, Territory of New Mexico. The year: 1859.

In a low-ceilinged adobe building on the first days and nights of March that year, Ed Cross put together Volume I, Number 1 of his four-columned four-pager. The first issue "hit" the dust-bound streets of the small mining community on March 3.

Amid the ruins and remains of that settlement on March 3, 1959, members of the Valley of the Sun Professional Chapter (Phoenix) of Sigma Delta Chi and representatives of the Phoenix Philatelic Association significantly observed the 100th anniversary of the advent of the first newspaper in what is now Arizona.

The Post Office Department authorized the reopening of the Tubac Post Office for one day to service with a special cancellation the attractive souvenir cacheted envelopes which were prepared and released by the Valley of the Sun chapter on the centennial day.

The observance marks the first time in Arizona's philatelic history that a post office has been reopened as a limited facility for one day. This event created a high demand for both the philatelic cachets and the special postal cancellation.

The Valley of the Sun chapter issued a set of three souvenir cacheted covers for the Tubac newspaper centenary. Dr. Harry Wood, head of Arizona State University's art department and a chapter member, designed the engraved cachets. One shows an editor of early days armed with a shooting iron.



CENTURY OF ARIZONA JOURNALISM

1859- TUBAC -1959

The idea for the militant editor design stemmed from an event in connection with Cross's writings and subsequent happenings. Cross had political views at wide variance to those of Sylvester Mowry, a local mining magnate. Mowry was subjected to malicious editorial attack by Cross.

Cross was challenged and accepted promptly, rifles being the weapons chosen. Cross won the toss. Mowry, then, would have to turn with his face to the sun. The paces were counted. Both turned and fired. Neither was hit.

At the second fire, Cross missed again. Mowry's weapon failed to function. Then, according to the dueling code, Mowry had a shot coming. He reprimed his weapon. Cross stood awaiting what seemed certain death.

Mowry placed the rifle to his shoulder and slowly drew a bead. The beads drawn by Cross were of sweat.

At the instant he was sighted-in, Mowry jerked the rifle upward and fired into the air. Thereafter the two were as Damon and Pythias.



Illinois Undergraduates Play Host to Conference Of 40 Midwestern Chapter Representatives

Eight undergraduate chapters of Sigma Delta Chi have formed a regional organization within the framework of the fraternity. This action followed a regional conference Feb. 28 and March 1, sponsored by the University of Illinois chapter.

More than 40 undergraduate members and chapter advisers attended from Bradley, DePauw, Illinois, Marquette, Michigan, Northwestern, Purdue and Southern Illinois. The delegates agreed that further cooperation among their chapters would prove beneficial.

Chapter representatives approved the establishment of a Central Regional Conference of Sigma Delta Chi, with membership open to all undergraduate chapters in Illinois, Indiana, Michigan and Wisconsin. Other states may be included later.

The principal activity of this new organization will be an annual conference, similar to the pioneer meeting held at the University of Illinois. Cooperation among the chapters will take place throughout the year, however, through the exchange of newsletters and information about chapter projects.

Merwin Sigale, president of the University of Illinois chapter, expressed a hope that formation of the Central Regional Conference would set a pattern for chapters elsewhere. He described it as "a vehicle for the sharing of ideas with fellow journalism students from other campuses and a new perspective for each chapter."

Temporary headquarters of the Central Regional Conference has been established at the University of Illinois. Further information can be obtained from the Illinois chapter at 119 Gregory Hall, Urbana.

The aim of an annual meeting, Sigale said, is "to extend the benefits of a high-level journalism program—professional in nature—to all members of the chapters concerned, not just one or a few. In this respect, the regional conference is a 'little national convention'—close to home and relatively inexpensive."

Among the speakers to address the conclave was Edward Lindsay, editor of the Lindsay-Schaub Newspapers.

Lindsay said most high school students are exposed to the communications field only through their school publications. And these, he said, "generally are supervised by people with little training in, or enthusiasm for, journalism."

"High school students," Lindsay continued, "are getting a very distorted picture of the interest, the fun, the challenge and the opportunities in the field of communications."

"I suggest that through the undergraduate and professional chapters of Sigma Delta Chi, some interest might be taken in the staff members of the high school publications in the areas in which chapters are located. . . . If the high school students are so oriented, I think this would increase the enrollment in journalism schools."

Lindsay cited "quite exciting" evidence which he said indicates that the recent change in the fraternity's membership eligibility requirements has proved beneficial. He said that since the exclusion of public relations men, the fraternity has gained 300 paid-up members and lost only eight public relations members. Lindsay added:

"This to me is a kind of an indication that the people in the business of communication at the professional level are taking a new interest in the fraternity as a result of the fraternity's recognition of the difference between the public interest and private interest."

The delegates also heard Larry Fanning, executive editor of the Chicago Sun-Times, describe the daily newspaper as "the glue that holds our society together."

"Mass communication," Fanning said, "is essential to the survival of our society and our economy."

The Sun-Times executive said there must be a "consistent, believable and adequate flow of information at all levels of the community." Otherwise, he said, "ignorance and prejudice may well shape the community's decisions."

Fanning said newsmen are justifiably concerned about the issue of freedom of information. He added, however, that "we get painfully pious and self-righteous and even strident on occasion." He said newsmen might benefit by "a modulation of the editorial voice" regarding freedom of information.

Alvin E. Orton, chief of the Associated Press bureau in Chicago, stressed the need for "exceptional" men in the journalism profession.

"We're not looking for the average man," Orton said. "The good men will do their jobs; the excellent men will do more than their jobs."

William Ray, news director of the NBC Central Division in Chicago, cited a need for "quality news" on radio and television. The quality news presentation, Ray said, cannot be replaced by "gimmicks." What is needed, he said, is "complete, accurate, well-written, well-edited, well-delivered news," back-grounded if possible.



Edward Lindsay (L), editor of Lindsay-Schaub Newspapers of Decatur and a member of the Executive Council of Sigma Delta Chi, talks with delegates to the regional conference. In front, to left of Lindsay are Lowell G. Rinker, Bradley University; William Kling, Northwestern University; and in rear from left, Mel Bloom, Northwestern University, and Don Andrews, Bradley University.

Grinnell Undergraduate Gets New Experience From Convention

EDITOR'S NOTE: The following is a report of the 1958 National Convention made to the Grinnell (Iowa) College chapter by its delegate, Walter Jacobsen. We believe it expresses well the feelings most undergraduates have when they attend their first Sigma Delta Chi Convention. We publish this report primarily for those undergraduates who are looking forward to attending their first Convention in Indianapolis next November.

A thank-you is almost meaningless, since I could never express what your generosity made possible for me—four of the most wonderful days of my life. SDX at San Diego was chock full of enlightening, interesting, and exciting experiences, all of which I'll remember as highlights of my undergraduate years. I can't help feeling that a written expression of what the convention meant to me could never approach an adequate report of what I saw and did, my reactions to the numerous and varied events. Where do I begin?

The anticipation and excitement which filled the days and nights preceding my departure? The wonderful plane ride, cute hostesses, my Iowa State travelling-partner? The press waiting for pictures of Tyrone Power's casket as I arrived in Los Angeles? The 45-minute flight from there to California's southernmost, and fastest-growing, city. Reaching the U. S. Grant hotel (New Orleans editor George Healy called it the "Robert E. Lee")? Luxurious banquets, champagne "on the house" and filet mignon and lobster cooked to my pleasure, the party in Tijuana (I had previously considered myself a man of the world)?

I managed to keep something of a diary, and inasmuch as my impressions have now been blunted by four weeks of book work, papers, and exams, I'll relay, to some extent, what I had recorded originally:

Lunch, Thursday—a tremendous, beautiful dining hall (Palm Room), decorations provided by the University of Missouri. Huge Missouri banner behind the speakers' table, which is filled with impressive people—all of whom I may yet get to meet!—managing editor N. Y. Times; veep, CBS; executive editor, Chicago Sun-Times; editor and publisher Denver Post; mayor, San Diego.

I did, throughout the course of the convention, meet most of these men, and so many others.

Delicious dinner—ham, pineapple—sat with exec editor of the San Diego Union; professor of journalism from Syracuse

University; Iowa State chapter president; and a San Diego Union reporter. Interesting people. Worthwhile discussions. Wonderful two hours; seemed like 15 minutes.

Forum that afternoon, "Election Review and Political Forecast," was most stimulating. The press, next to democracy and freedom, America's most prized possession, its ideas re 1960. The Venetian Room was packed, as it was for every meeting thereafter—significant testimonial to the quality of this 49th convention.

And the controversial report from Bernard Kilgore that afternoon: Delegates have name placards. Action—THE vote—not to be taken until Saturday morning. Impressive roll call, à la political conventions, with many microphones. Kilgore tells us "our whole philosophy of selecting members is in the air; we've tried to settle this to prevent chaos. We don't say this is perfect. We've tried to reconcile some viewpoints. Tried to make something work. It's worthy of test experiment." A well-organized discussion. Arguments for Kilgore are good. Very few arguments against—all those for it are receiving applause. No screaming, excitement—very orderly, reasonable, logical discussion.

This convention is certainly aware of the fact that Grinnell is here. Many a delegate (undergraduate as well as professional) has approached me—all really, but REALLY, respect our school. All the other schools represented are larger than ours. I'm trying to say here that because I was the first undergraduate delegate to say something in the Kilgore discussion (talked for about 30 seconds) people know we're here—and it's great to be part of all this.

Anyway, after all the discussion, a few days later the Kilgore Report went through with much ease.

And so it went, for five unbelievable days—conferences, lectures, panel discussions, banquets, fantastic party on top of fantastic party—a speech by Sig Mickelson of CBS stressing the necessity of co-operation between the press and various other means of communication; an enlightening discussion between the editors of the largest newspapers in Alaska and Hawaii; a knock-down drag-out battle over Canon 35 (in one corner, California lawyer Joseph Ball, in the other, V. M. Newton, Jr., of the Tampa Tribune); the evening at Caliente Turf Club in Tijuana, resplendent with caviar and dog racing; luncheon on the USS Kearsarge with Arleigh Burke ("We must avoid a third world war, and the press can help") and enough "brass" to make us wonder who was commanding troops at the time; and Ben McKelway of the Washington Evening and Sunday

Letters to the Editor

To the Editor:

On top of page 16 of the December issue you stated that *Ohio State University* won the Hogate Plaque. We hasten to advise you that Ohio University won it, not Ohio State University.

After working years to win the honor it is a bit disconcerting to have the honor bestowed upon another institution—however fine it may be.

L. J. HORTIN, Director
School of Journalism

Athens, Ohio

To the Editor:

In reviewing the January, 1959 issue of *THE QUILL*, I note on page 23 that the caption for the photograph in the lower left-hand corner identified the man on the right as "friend."

Although it is probably too late now, I thought the editors would be interested to know that the man referred to is Franz F. Cyrus, Manager, United Press International, Vienna, Austria.

JAMES S. COPLECY
Chairman of the Corp.
The Copley Press

La Jolla, Calif.



Left to right: Hal O'Flaherty, formerly with the *Chicago Daily News*; Mrs. O'Flaherty; Hugh Baille, formerly head of the *United Press* and friend, Franz F. Cyrus.

Star formally dropping the final curtain Saturday night.

And then an impressive journey, via convertible, along the Pacific to L. A. Sunday afternoon—first bit of relaxed sightseeing I was able to do during this, my first visit to California. Thirty seconds on Hollywood and Vine (so I could say I had), and an all-night plane—seven hours in the Denver airport—ride home, which seemed like five minutes, because I spent the time re-living, in my mind, the overwhelming experience I was so lucky to have just encountered.

I lived with the pros those five days, brushing shoulders with the best of them, discussing my future, the opportunities and drawbacks which lay ahead. I saw, participated; and I learned.

If I had to be solely responsible for providing another young man with such an opportunity, I'd start saving right now!

Chapter Activities

OKLAHOMA STATE—One of the fine things about newspaper work is the way in which the old-timers take an interest in the youngsters, Wilbur Martin, chief of the Associated Press bureau at Oklahoma City, told a dinner meeting of the OSU chapter of Sigma Delta Chi at Stillwater.

Fifty-one student and professional members and guests heard Martin discuss job opportunities and requirements in press association work. The dinner was held in honor of 11 student pledge members of the chapter.

The dinner group also heard Warren E. Shull, editor of the Oklahoma State University magazine and former president of the Oklahoma professional chapter, describe the purposes and objectives of the fraternity.

Martin pointed to the willingness of newspaper workers to share their experience with beginning reporters. They are a generous group, he said, with few petty jealousies among them.

The speaker stressed the value of experience on small, daily newspapers. The beginner will learn more on a small daily in a year than he will learn in two or three years on a metropolitan paper.

The small daily, said Martin, is going to have to put its new reporters on good stories occasionally. Somewhere in the course of their employment on small dailies, beginning reporters get the experience of handling a beat and of nearly all the other assignments that are available.

"Such experience will stand you in good stead on the major news services and on the big metropolitan dailies," he emphasized. He urged student listeners in his audience to learn how to look for a job.—**M. R. Haag.**

TRI-STATE—Charles A. Welsh, Jr., of the Pittsburgh Bureau of the Associated Press, was re-elected president of the Tri-State (Pittsburgh) Chapter for 1959.

Others elected to direct the growing chapter were J. Alex Zehner, of the Pittsburgh Sun-Telegraph, vice president; Owen Simon, KDKA Radio, secretary; and C. S. McCarthy, of Duquesne University, treasurer.

Committee chairmen for the year are Robert Simonds, of Alcoa, activities; Ed Bell, Pittsburgh Sun-Telegraph, membership; Tom Morgan, Sykes Advertising, program; Robert Casey, Western Pennsylvania National Bank, publicity; and Mike Peterson, Crucible Steel, undergraduate activities.—**Dave Colton.**

DETROIT—The Detroit Professional Chapter dipped into its own membership to furnish speakers for recent meetings. George Taubeneck, Air Conditioning and Refrigeration News publisher, fresh from a round-the-world tour, pulled a reverse Horace Greeley in advising young men to go "down under."

"You can't help but get rich in Australia where they need talent of every description," he said.

"The whole world is becoming Americanized commercially, I found our products everywhere," he noted and reported the greatest friendship for America in countries such as Australia which have received little or no foreign aid.

John C. Manning, Detroit Times managing editor, regaled an initiation night audience as he debunked the three great worries of the newspaper business: Deterioration of metropolitan newspapers as money-makers; the apparent deterioration of ethics and the indifference to threats to the right-to-know, and the apathy toward recruiting new talent. His answers: Lack of revenue has always been a complaint; the proportion of unethical journalists is smaller than in other leading professions; the right-to-know is no sacred thing but the right-to-find-out is our duty; journalists must be dedicated and anyone at 21 with a desire to accumulate great wealth would be a fool to enter the newspaper business.—**Ron Hall.**



MILWAUKEE—Howard Sochurek, a photographer for Life magazine, signed a plaque to be hung in the Milwaukee Press club after speaking at a meeting of the Milwaukee professional chapter. Sochurek, who was vacationing in the United States after a year of covering Europe for Life, spoke on his experiences in Russia. With him are Dick Leonard (left), president of the Milwaukee professional chapter and state editor of the Milwaukee Journal, and Frank Marasco, a member of the Milwaukee chapter, president of the Press club and artist for the Milwaukee Sentinel.

UTAH—"Journalism is an idealistic profession. Newspapermen are supposed to be cynical, but that cynicism is a cover-up for idealism."

These remarks were made to Sigma Delta Chi members at an initiation of the University of Utah chapter by Mr. Ted Long, president of the professional chapter in Salt Lake City.

Mr. Long told the University members that journalism is a "grand profession." He added:

"I think it's a grand profession. Naturally, or I wouldn't still be in it. What about material rewards? Well, nobody is going to get rich in journalism. But hardly anyone is going to get rich, anyway: the odds are against it. But you can do quite well financially in journalism, and at the same time you can obtain a great deal of satisfaction."

"This is an idealistic profession. Newspapermen are supposed to be cynical. It is my opinion that the cynicism, so-called, is a cover-up for the idealism. For I think we journalists are genuinely attempting to perform a real service to our readers. In other words, we—and that includes you recruits—have set a high standard. That standard must be given an honest try."

BUTLER UNIVERSITY—An "activities fair" and co-sponsorship of a press conference starring Sen. W. Stuart Symington (D., Mo.) are two major projects recently accomplished by the Butler chapter during the second semester. The "fair" gave incoming students a chance to see first hand what various Butler organizations have to offer. The Butler Collegian, Butler student newspaper, picked up a few freshman recruits for its staff due to the SDX exhibit. The chapter's exhibit consisted of Collegian pages set up in metal chases, huge pictures of staffers and printers at work, and the United Press International news ticker—moved from the office to the Atherton Center Cafeteria, site of the fair.—**Herm Albright.**



ATLANTA—The Atlanta (Georgia) Professional Chapter honored 125 local high school and college journalists at its second annual "Careers in Journalism" Dinner.

An important part of the chapter's year-around "Seek Talent—Nurture It" program, the dinner enabled the school newspaper and yearbook editors to meet and talk about professional aspects of the field with local leaders in all areas of journalism.

Featured speaker was Furman Bisher, Sports Editor of the Atlanta Journal. He told the group that "fame and fortune await you in journalism . . . but getting them is up to you."

Other speakers included Leo Aikman, Atlanta Constitution columnist, who welcomed the guests, and Atlanta Journal columnist Ernest Rogers, who introduced Bisher.

Ed Thomas, left, president of the chapter, described the dinner as a "major effort" by chapter members to interest young people in journalism careers.

* * *

A successful smaller-city radio station must have a good program of news coverage of its locality. Such news coverage offers a big opportunity for audience-building, community service and profit.

Words to this effect were spoken here in Atlanta by five radio-station officials from as many Georgia communities. They appeared as panelists at a meeting of the Atlanta professional chapter on the subject "Radio News Coverage in the Smaller City."

The speakers, all putting a heavy premium on localized and on-the-spot radio news, were: Jim Hardin, president and general manager of radio station WCOH, Newnan, Georgia; Ted Oglesby, news director of radio station WDUN, Gainesville; Bob McGarrity, news director of radio station WKEU, Griffin; Ed Mullinax, general manager of radio station WLAG, LaGrange, and Gus Mann, radio and television news editor for the Georgia Agricultural Extension Service, Athens. Mr. Hardin was Moderator.

All five emphasized the "time advantage" of radio over newspapers in getting news of important happenings to the public quickly and said this is the "key point around which radio ought to build its new coverage." All five, all with experience with mobile units, were high on their use. One of the stations (WDUN) has a regular program of radio editorials, and others of the group are contemplating their use.

* * *

Speaking to the Atlanta Professional Chapter February 10, Major Kenneth E. Grine, said it is now the policy of the Department of Defense to give news representatives a general idea of when a launching is to be made to facilitate their getting accurate information to the public.—Doug Embry.

CENTRAL OHIO—A lively discussion of television and its sense of good taste—or lack thereof—was touched off by the visit of Edward Bronson, director of Code Affairs, National Assn. of Broadcasters. Bronson, who got his start in television work at WBNS in Columbus, told of the creation of his office as a voluntary instrument to police the industry's ethics. He outlined the Broadcasters' generally successful efforts to raise standards and offset the possibility of government control by acting in the role of umpire. Bronson said the organization's principal thesis is that television goes into the family circle without selectivity. The Broadcasters, their code chief said, are pledged to temper violence and conflict, especially violence for violence's sake. But it's a hard shot to call, he conceded. The question-and-answer session which followed the formal portion of Bronson's talk produced some rather loaded questions from the preponderately-newspaperman group, but Bronson fielded them with such skill that most left feeling that the Broadcasters have been making a serious effort to enforce a good code and have not been without a large measure of success. The chapter has agreed to lend its assistance to a Boy Scout "school" for journalism merit badges.—Dean Wakefield.

NORTH FLORIDA—George H. Miller was elected president of the North Florida Chapter at a reorganizational meeting. Miller, faculty member at the University of Florida School of Journalism and Communications, succeeds John Paul Jones, professor at the same school. The local chapter has been inactive for several years. Others elected to serve one year were: Jack Detweiler, Gainesville Bureau Tampa Tribune, first vice president; Bob Dow, Jacksonville Journal, second vice president; and Karl Lundgren, Sunland Training Center, secretary-treasurer. The chapter plans dinner meetings the second Monday of each month.

MINNESOTA—Brisk discussion of politics—especially on the point of how a Catholic wins election to national office—occupied this group following a recent meeting of the Minnesota Professional chapter in the Minneapolis Variety club at the Pick-Nicollet hotel. Left to right are Wallace Mitchell, one of the first to be initiated by the chapter and political writer for the Minneapolis Star; Hjalmar Petersen, SDX old-timer, publisher of the Askov (Minn.) American and former Minnesota governor; U. S. Sen. Eugene McCarthy, and Paul Swenson, state SDX chairman and immediate past president and managing editor of the Star. McCarthy, speaker of the evening, described some of the behind-the-scenes activities in his campaign against veteran Republican Sen. Edward J. Thye, whom he defeated. McCarthy, who had served five consecutive terms in the House of Representatives, is from St. Paul.—Peter G. Pafiolis.

Photo by Charles F. Dare



Meet Two New Men Elected to Executive Council

Geographically speaking, the two new members of the Executive Council of Sigma Delta Chi couldn't be much farther apart, but judging from their respective biographies and background both men have much in common in terms of their devotion and contributions to professional journalism.

From the Far Northwest comes the second new member of the Executive Council. He is Maynard Hicks, associate professor of journalism at Washington State College, Pullman, Wash.

A full-time teacher of "a considerable variety of journalism courses," Mr. Hicks



Hicks

is part of a three-man staff at WSC. He also serves as editorial advisor to the Daily Evergreen, 6,000 circulation student daily, and the Chinook, the Washington State College annual. Long a member of Sigma Delta Chi (he was initiated while a graduate student at the University of Michigan in 1936), Professor Hicks has been active in the affairs of the WSC undergraduate chapter and has served as its adviser in recent years.

Making newspapering a year-round avocation, Professor Hicks usually spends his summer vacations in one or another journalistic capacity. Typically, in 1957 he was a copyreader on the rim at the Oregon Journal in Portland, and last year free-lanced in the magazine field ("with just medium success," he reports). Several summers in the past have been spent as "guest editor" of Washington state weeklies while the publishers took their vacations. Among the papers where he has taken over for the vacation period are: Pullman Herald, Dayton Chronicle, Davenport Times, Chewelah Independent and Colfax Gazette-Commoner. On a weekly basis, he also writes a column, "Hills of Pullman" for the Herald.

Throughout the year, he serves as regional correspondent for several business publications, including Pacific Builder & Engineer and Pacific Drug Review.

Though a native of the Northwest, Silver Bow, Montana, Professor Hicks spent most of his early years in the Midwest—Michigan, to be exact.

After graduating from Mt. Pleasant, Michigan, high school in 1923, he attended Central Michigan College in Mt. Pleasant, receiving his A.B. degree in 1926. Though he took a year off the normal four years required to obtain a bachelor's degree, Professor Hicks still had time for a wide assortment of undergraduate activities—some of them journalistic. These included three years of varsity debating, president of the stu-

Bulletin

Appointment of Don E. Carter as a staff executive of The Wall Street Journal was announced on March 12 by Bernard Kilgore, President, after the following article was written and set in type.

Mr. Carter, as his first assignment, will take charge of The Wall Street Journal's activities in the area of journalism education and research. He will serve as Executive Director of the recently organized Newspaper Fund, Inc., a foundation supported by gifts from The Wall Street Journal.

The Fund has already announced that it will offer study grants to at least 25 high school teachers of journalism who want to take summer courses in journalism this year and its program includes other future projects to encourage both teachers and students of journalism towards a better understanding of newspaper work as a career.

Don E. Carter (his "official" biography indicates short form use of the first name), is city editor of the Atlanta Journal, Atlanta, Ga. A Georgian native, Mr. Carter attended Southwestern Junior College and then the University of Georgia, receiving his A.B. in journalism there in 1938.



Carter

His journalistic interest developed early as he served as editor of his high school and college newspapers. Not one to shun activities, Mr. Carter was elected president of the student body in junior college. At the university, he was a member of several honorary and scholastic organizations, perhaps most notable of which was Phi Beta Kappa.

Meanwhile, summer work on the Americus (Ga.) Times-Recorder and Tri-County-News got him started on a professional journalistic career.

Following graduation from Central Michigan in 1926, the next 10 years were spent teaching journalism at his alma mater or working for a master's degree in journalism at the University of Michigan in Ann Arbor. During this period, Professor Hicks also worked on several weekly newspapers in Michigan.

It was in 1937 that Professor Hicks went west to join the staff of Washington State College, initially as an instructor in advertising, radio continuity and advanced journalism courses.

From 1942-1954 he also served as di-

rector of the school's news bureau and for a while handled the athletic publicity. He is a member of Kappa Tau Alpha, journalism honorary, Alpha Delta Sigma, advertising honorary, and the American Association of University Professors.

Off-campus, Professor Hicks is active both in the Pullman Kiwanis Club and the Pullman Chamber of Commerce. He is a past president of both civic organizations.

Upon graduation he joined the Atlanta Journal as a reporter, and though this employer was eventually to claim most of his interest for the better part of the next 20 years to date, he spent a year there and then went to Baxley, Ga., as editor of the News-Banner. This lasted another year, and he returned to the Journal and has been there ever since—with some four years out for Army service.

At the Journal, Mr. Carter served as farm editor, assistant city editor and city hall reporter before being named city editor January 1, 1951. In that capacity, he directs a staff of 30 reporters gathering local news not only in Atlanta but throughout the state.

In addition to handling the city desk operation at the Journal, the new SDX Council member has been a journalism instructor on the evening staff of the Georgia State College, Atlanta's Downtown University, since 1950. Often called upon for lectures and speeches, Mr. Carter has had frequent opportunities to talk journalism and newspapering to civic and military groups. He has also been guest discussion leader at API seminars at Columbia University, New York City. He conducts a daily radio program direct from the city desk in addition to frequent appearances on local TV panels.

Mr. Carter has long been active in affairs of the Atlanta Professional Chapter of Sigma Delta Chi. He is immediate past president of the chapter, and the fact that Atlanta received the coveted professional chapter Accomplishment Award for 1957-58 speaks well for his devotion to the fraternity. Also, during 1958 he was national chairman of the professional chapter program committee.

Mr. Carter's civic and church activities also are extensive. He is active in the Second Ponce de Leon Baptist Church; member of the advisory board, Atlanta Legal Aid Society; director of the Home Service Committee, Atlanta Red Cross Chapter; member of the Alumni Advisory Committee, Henry W. Grady School of Journalism, University of Georgia; and member of the executive committee of Post 134, American Legion.

Professor Hicks and his wife have two children. The oldest, Susan Jane, is a junior at the University of Washington, and a younger son, Jon, is an eighth grader in Pullman.

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

J. P. O'Neill, news feature and script writer, Jim McQueenly Associates, Kansas City, Missouri; **Kenneth G. Meuser**, publisher, Monett Times, Monett, Missouri; **Frank Lill**, editor and publisher, Emporia Times, Emporia, Kansas; **Lewis C. W. Cook**, writer-editor, Associated Press, Kansas City, Missouri; **Morley B. Drake**, owner and editor, Lamb County Leader, Littlefield, Texas; **Frank Gibbons**, baseball writer, Cleveland Press, Cleveland, Ohio.

Robert P. Early, managing editor, Indianapolis Star, Indianapolis, Indiana; **Fred W. Luigart, Jr.**, managing editor, The Hazard Herald, Hazard, Kentucky; **Lorin McMullin**, assistant managing editor, Morning Star-Telegram, Fort Worth, Texas; **James D. Howell**, farm editor, Avalanche-Journal, Lubbock, Texas.

Thomas T. Callahan, associate editor, Commerce Magazine, Chicago, Illinois; **Richard E. Gossweiler**, editor, The Kiwanis Magazine, Chicago, Illinois; **Harold Harris**, Mid-West Editor, Electronics Magazine, Chicago, Illinois; **James Liston**, editor, Today's Health Magazine, Chicago, Illinois; **John T. McCutcheon, Jr.**, editorial writer, Chicago Tribune, Chicago, Illinois; **Walter Ryberg**, day city editor, City News Bureau, and instructor of journalism, Northwestern University, Chicago, Illinois.

Austin Smith, editor and managing publisher, Journal of the American Medical Association, Chicago, Illinois; **Maxwell Riddle**, reporter and pet editor, The Cleveland Press-Scripps Howard, Cleveland, Ohio; **William A. Bray**, general manager, Missouri Press Association, and assistant professor of journalism, Missouri School of Journalism, Columbia, Missouri; **James Larimore, Jr.**, sports editor, Newton Daily Kansan, Newton, Kansas; **Roger V. Wise**, sportscaster, WFOB, Fostoria, Ohio.

Anthony A. Frances, news editor, radio station WHBC, Canton, Ohio; **Sam F. Marshall**, manager, Akron Bureau, Cleveland Plain Dealer, Cleveland, Ohio; **William B. Whitney**, managing editor, Tire and TBA Review, Akron, Ohio; **John Driver**, city editor, Detroit Free Press, Detroit, Michigan; **Bernard F. McCarty**, publisher, Inter-City News, Kansas City, Missouri; **Frederick K. McIlvane**, telegraph editor, Toledo Blade, Toledo, Ohio; **Chester F. Swegan**, reporter, The Toledo Blade, Toledo, Ohio; **Pliny Castanien**, police reporter, The San Diego Union, San Diego, California.

Donald S. Easter, feature edition editor, The Detroit Times, Detroit, Michigan; **Ray Girardin**, editorial staff, The Detroit Times, Detroit, Michigan; **Bruno L. Kearns**, sports editor, Pontiac Daily Press, Pontiac, Michigan; **Russell J.**



City Editors of all three Detroit dailies were initiated into the Detroit Professional Chapter at the November meeting. Left to right are John Driver, Detroit Free Press; SDX President William J. Trepagnier, Motor News editor; Allen J. Nieber, Detroit News, and James T. Trainor, Detroit Times.

Harris, sports writer, The Detroit News, Detroit, Michigan; **Kenneth F. McCormick**, staff writer, Detroit Free Press, Detroit, Michigan; **Allen J. Nieber**, city editor, Detroit News, Detroit, Michigan; **William T. Noble**, feature writer, The Detroit News, Detroit, Michigan; **Arthur B. Poinier**, editorial cartoonist, Detroit News, Detroit, Michigan; **William E. Sheehan**, news editor, WJR, Detroit, Michigan; **Max E. Simon**, reporter, The Pontiac Press, Pontiac, Michigan; **Emlyn K. Thomas**, reporter, The Herald Newspapers, St. Clair Shores, Michigan; **Raymond W. Thomas**, executive news editor, Detroit Times, Detroit, Michigan; **James T. Trainor**, city editor, Detroit Times, Detroit, Michigan.

James H. Mayes, Jr., oil editor,

Avalanche-Journal, Lubbock, Texas; **Frank Kempton**, publisher, Fulton County Daily Report, Atlanta, Georgia; **Richard T. Roll**, news director, WTVH-TV, Peoria, Illinois; **August M. Borio**, chief, Los Angeles News Bureau, Copley Press, Inc., Glendale, California; **William F. Arballo**, superintendent of public information, 22nd District Agricultural Association, Del Mar, California; **Leo F. Bowler, Jr.**, reporter-political writer, San Diego Evening Tribune, San Diego, California; **James H. Brown**, news director, station KGB AM-FM, San Diego, California.

George W. Dissinger, reporter-building, real estate writer, Evening Tribune, San Diego, California; **Lyle L. Erb**, business editor, Evening Star News (Culver City, Calif.) and Evening Vanguard (Venice, Calif.); **Lewis F. Scarr**, reporter, The Evening Tribune, San Diego, California; **Louis A. Weil, Jr.**, publisher and editor, Lafayette Journal and Courier, Lafayette, Indiana; **Albert W. Weise**, San Diego Bureau Manager, United Press International, San Diego, California; **Warren H. Wilson**, executive sports editor, The San Diego Union, San Diego, California.

Tracy H. Norris, director of publicity and instructor in journalism, Wittenberg College, Springfield, Ohio; **Donald Shiras**, editor, The Inland Steelmaker, East Chicago, Indiana; **Thomas G. Caton**, assistant city editor, Los Angeles Evening Herald and Express, Los Angeles, California; **Carl Greenberg**, political editor, Los Angeles Examiner, Los Angeles, California; **Jack C. Smith**, reporter, Los Angeles Times, Los Angeles, California; **Howard D. Mitchell, Jr.**, news director, KUTV, Salt Lake City, Utah. **Harold O. Spicer**, professor of journalism, DePauw University, Greencastle, Indiana.



"He's too imaginative to be confined to the usual method of newscasting."

Personals

About Members

Don Cuddy was cited for distinguished service as news editor of the Coral Gables-South Miami Times by the Junior Chamber of Commerce.

W. J. Hooten, editor of the El Paso (Tex.) Times spoke to the New Mexico State university's graduating class at commencement.

Cliff Stratton retired from the editorial columns of the Overbrook (Kan.) Citizen.

George L. Geiger is now with the N. B. Wakeman Company in Darien, Conn.

C. H. Herrold was advanced to the vice presidency of Mellott, Pitney, Rowan and Company, New York City.

Henry I. Alcouloumre has joined the public relations and advertising staff of Marquardt Aircraft Company, Van Nuys, Calif.

C. F. Kistenmacher is now promotion director of the St. Petersburg (Fla.) Independent.

Bruce Odom has joined the public information staff of the American Meat Institute, Chicago.

Robert I. Bottorff, executive editor of the Wall Street Journal, has been elected to the Board of trustees of Union Junior college, Cranford, N. J.

Bill Rosenthal has joined the staff of Argonne National Laboratory's Idaho Division as technical editor and co-ordinator of press relations at Idaho Falls.

Donald W. Bedell, communications manager for the Worthington Corporation, Harrison, N. J., has been admitted to the District of Columbia bar and to the United States Court of Appeals for the District of Columbia Circuit.

Vladimir J. Mandl is now director of the news bureau and publications of Rollins college, Winter Park, Fla.

Edwin O. Meyer was elected president of the Press Club of Virginia.

Glen A. Lincicome has been named editor of the Kent Stater, daily student newspaper at Kent (Ohio) State university.

Norris Anderson has been named vice president and public relations director of Rocky Marciano Enterprises, South Miami, Fla.

Robert M. White, II, general manager and co-editor and publisher of the Mexico (Mo.) Evening Ledger, has been elected to the board of trustees of Christian college, Columbia, Mo.

Keith H. Remy is now assistant editor of the Iowa Rural Electric News, Des Moines.

Leonard A. Unger was named correspondent of the Harrisburg (Pa.) Associated Press staff.

Thomas D. Boyd of Palo Alto, Calif. has been named public relations manager of Lenkurt Electric Company's Commercial Products Division in San Carlos.

Robert J. Casey has been named public relations director of Western Pennsylvania National Bank, McKeesport.

James T. Coleman has been appointed

manager of the West Palm Beach (Fla.) Bazaar International.

G. Richard Dew, general manager of the Pennsylvania Newspaper Publishers' Assn., has been named chairman of the 1959 National Newspaper Week Committee.

Charles E. Allen, formerly of Crown Zellerbach in San Francisco, has been appointed director of the International Division of Hill and Knowlton, New York City.

Warren H. Phillips, managing editor of the Wall Street Journal, was named as one of the ten outstanding young men by the Junior Chamber of Commerce of America.

Arch Crawford, who retired last year as president of the Magazine Publishers' Assn., has been appointed media director at Albert Sidney Noble, New York City.

John Pierron is now newscaster for WHO Radio, Des Moines, Ia.

Troy F. Crowder has been named assistant to the president for public relations at the Colorado School of Mines, Golden.

Graham Hovey, is the new European correspondent for the Minneapolis Star and Morning and Sunday Tribune.

Donald L. Moore has joined the Louisiana Building Material Dealers Assn. in Baton Rouge as field secretary.

William J. Seeland has been appointed assistant to the president of Union Junior college, Cranford, N. J.

Stafford G. Davis has been named press attaché for the American Embassy in Saigon, Vietnam.

Harry E. Ellis, director of community and bottler relations of Dr. Pepper in Dallas, was elected president of the Texas Public Relations Assn.

Martin Z. Post has become director of editorial services at PR Newswire, New York City.

Maurice "Ritz" Fischer has been named city editor of the Chicago Daily News.

J. Wendell Sether is the new publisher of the Cooperative Advertising Newsletter, New York City.

D. Wayne Rowland, assistant professor of journalism at Southern Illinois University, has been named chairman of the department of journalism at Texas Christian University. The appointment is effective Sept. 1, 1959.



Rowland

A community newspaper specialist, Rowland has been at SIU since 1955. Last winter, he toured South Korea on an educational mission for the

State Department.

Rowland is assistant to the editor of THE QUILL. He holds two degrees from the University of Missouri School of Journalism and has edited and published several community newspapers in southwest Missouri.

Rowland is married and has five children.

Bernard A. Beggan Jr. has been appointed editor and publisher of Mid-Western Banker, Milwaukee. **Donald H. Clark** will continue as president of Bankers Publishing company and as associate publisher.

Marlowe D. Froke, instructor in the radio-television department of the University of Illinois, has joined the faculty of the School of Journalism at Pennsylvania State university.

Ralph Renick, vice president in charge of news for WTVJ, Miami, Fla., was elected president of the Radio Television News Directors Assn.

Richard Gilman and **Ralph J. Kingzett III** have been appointed as public relations representatives at Culver (Ind.) Military Academy.

Jack Williams is now day city editor of the Middletown (N. Y.) Daily Record.

Arthur J. Carruth II recently completed fifty years of daily association with the Topeka (Kan.) State Journal.

Thomas W. Parry Jr., has been elected president of the St. Louis Graduate chapter of Phi Gamma Delta.

Peter G. Pafiolis has joined the account staff of Don Braman and Associates, Minneapolis, Minn.

Ray Hornback has been granted a leave of absence as director of publicity at Morehead (Ky.) state college, to serve in the army.

Dr. L. John Martin, **John B. Webb** and **Harry H. Griggs** joined the faculty of the University of Florida's school of journalism, Gainesville.

Patrick O'Bryan was appointed public service director of the Houston Press.

Dr. G. Duncan Wimpers, assistant to the president at Colorado School of Mines, Golden, has been elected president of Monticello College, Alton, Illinois.

Leo T. Riordan is now in charge of public information at Jefferson Medical college and Jefferson Hospital, Philadelphia.



"He has never been very happy on his job—he's a Democrat."

Check These Ads for Grads If You Need Help

On these pages are listed the upcoming journalism graduates who will be available for employment soon. All are members of Sigma Delta Chi. Employers are urged to contact the prospective employes directly. These names and biographical data are published as a service to undergraduate members and employers generally.

• American University

Eugene Youtz, 21, 129 Hughes Hall, The American University, Washington 16, D. C. Unmarried. Major: Journalism, B.A. in Communication June, 1959. A.A. Degree Hagerstown Junior College, work with college paper. Secretary and President of A.U. Chapter SDX. Would like trade magazine or newspaper position in Washington-Virginia-Maryland area.

• Boston University

William J. Cardoso, 22, 3 Leonard Circle, Medford, Mass., Married, one child. Major: Journalism. Experience: one year on small dailies, four months as Metropolitan Boston radio news writer, college weekly, two years. Interested in daily newspaper work only.

John B. Hatch, 26, 39 Lawrence St., Taunton, Mass. Major: Journalism. Experience: editorial staff of Modern Materials Handling Magazine. Prefer industrial magazine. Military obligation fulfilled.

Frank Aleknas, 25, 7 Almont Ave., Worcester, Mass. Major: Journalism. Experience: City daily, one year. Prefer daily in West. Military obligations fulfilled.

Robert G. Chipman, Jr., 26, 182 North St., W. Somerville, Mass. Major: Journalism. Experience: Advertising Agency; six months. Prefer advertising on eastern daily. Military obligation fulfilled.

Gerard J. Gagnon, 28, 97 Mountfort St., Boston, Mass. or 39 Beattie Lane, New Rochelle, N. Y. Major: Journalism, news-editorial, SDX, KTA. Experience: carrier, mail room, information work in Air Force, internship on weekly. Prefer reporting on daily with training program. Veteran. Worker not shirker.

Edward L. Jewell, 24, 5 Langdon Ave., Exeter, New Hampshire. Experience: weekly newspaper, summer of 1958. Prefer small daily. No military obligation.

Richard J. Whelihan, 28, 75 Bedford St., Lexington, Mass. Major: Journalism. Experience: Holyoke Junior College newspaper, Waltham (Mass.) News-Tribune. Prefer medium to large daily. Married. Military obligation fulfilled.

David C. Kelly, 24, 998 Post Road, Darien, Conn., or 6 Buswell St., Boston, Mass. Major: photo and news journalism. Experience: college publications, free lance photographer. Picture features is strong point. Desire position with good weekly or small daily anywhere. No military obligation.

Edward W. Daner, 21, 61 Brook Rd., Sharon, Mass. Single but looking. Major: News-Editorial. Experience: two years weeklies, one year weekly editor, college publications, two years. Want small or medium sized daily work in mid-West or far-West. Ambitious and dependable. SDX and KTA.

Lawrence Miller, 21, 16 Pierce Road, Lynn, Mass. Major: Public Relations with strong emphasis on JO courses. Experience: feature writing, copy and layout; also college weekly. Prefer house, trade or industrial publication.

• University of California

Charles W. Aydelotte, 41, 10941 South Chanera Avenue, Inglewood 4, Calif. B.A. in Journal-

ism USC 1939; now completing M.S. in Journalism at UCLA on Haynes Fellowship. Experience for 20 years on weeklies, semi-weeklies, daily, wire service. Prepared for executive position in newspaper management, or responsible public relations post.

Gene Turner, 21, 2520 College Ave., Berkeley, Calif. Major: Journalism. Experience, college daily, 4 yrs.; editor senior year. Prefer small daily. Military status: physical deferment likely.

• Univ. of Southern California At Los Angeles

Stan Evans, 27, 304 W. Andrix St., Monterey Park, Calif. Major: Journalism. Experience: Metro daily full-time, college daily political ed. Prefer covering governmental affairs. Military obligations fulfilled.

Peter Burton Ross, 25, 454½ N. Oakhurst Dr., Beverly Hills, Calif. Major: M.A. in Journalism. Experience: Military-Pacific Stars & Stripes. Prefer trade magazine, travel magazine, small paper in warm climate. Have 3½ years in Air Force.

Harry Tessel, 33, 488 Landfair Ave., Los Angeles 24, Calif. Major: M.A. in Journalism—Tom Treanor Memorial. Fellowship in Journalism. Experience: Met fill-in police reporter; House organ feature writer, 2 years. Prefer feature writing. Military obligations fulfilled.

• University of Colorado

Phillip R. Cole, 24, 725 14th Street, Boulder, Colo. Major: Journalism. Experience: two months, radio copy desk, general reporting. Know camera and some backshop. Prefer small daily, will consider weekly. Reporting, photo, desk. Draft exempt. Single. Have car. Clips available. Can start June 10.

• Duquesne University

Owen Leo Hines, 330 Lehigh Avenue, Pittsburgh 32, Pa. Major: Journalism. Experience: Staff member, WDUQ-FM and WDUQ-TV. Yearbook feature writer. Previous industrial and sales employment. Basic training in mechanics & electronics. Seeks: Industrial publications, Radio-Television production, promotion & news. Military obligations fulfilled.

• University of Idaho

George Fowler, 23, 405 Taylor, Moscow, Idaho. BA—Journalism; BS—combined program of business and engineering. Experience: editor of engineering college magazine, 2 years; reporter and news editor of student newspaper, 1 year. Prefer weekly or small daily but will consider trade journal. Good references. Will relocate. Married.

• University of Illinois

Ronald Eli Cohen, 22, 90 Northfield Ave., West Orange, New Jersey. Major: Journalism (Editorial). School: University of Illinois. Job Preference: Newspaper. Reporting, sports, wire services. Location: New York and vicinity. Experience: The Daily Illini, 2 years. Assistant Sports Editor, senior year; edi-

torial board, senior year; Sigma Delta Chi. Availability: June 15, 1959.

Robert E. Miller, C-68 Stadium Terrace, Champaign, Ill. Major: Journalism, News-Editorial. Experience: City and College newspaper. Preference: Daily newspaper or public relations. Military obligations fulfilled.

Warren Robert Moulds, 25, 1005 S. Second St., Champaign, Ill.; Major: Journalism (editorial). Minor: Poly. Sci., Philosophy; Experience: ship's paper in Navy, Prairie Farmer (Advertising dept.), Patterson Pub. Co., (Circ. dept.). Preference: reporter on newspaper, wire service, or magazine. Military obligation fulfilled.

Thomas S. Barber, 20, 17815 Longview Ct., Brookfield, Wis. Major: Journalism-editorial. Experience: 3 years college daily. Prefer: general reporting on medium daily or writing for building publication. Studied architecture 2 years. Military service upcoming in about 2 years.

Wilbur F. Starkey, 304 E. Armory St., Champaign, Ill. Major: Journalism and U.S. History. Experience: Photographer U. S. N. 4 yrs. (aerial incl.). Preference: Position utilizing photography i.e. magazine, Newspaper, Wire service, Industrial pub., etc. Military obligation fulfilled.

• Indiana University

Preston Deane Kingsbury, 22, 610 S. Henderson, Bloomington, Ind. Major: Journalism. Experience: College daily, 3 yrs. Prefer reporting for daily. Have not fulfilled military obligation.

Gustav H. Lumpe, 25, E-14, University Apts., Bloomington, Ind. Major: Journalism. Experience: City and college dailies, 3 yrs. Prefer reporting on medium-city or metropolitan daily. Military obligation fulfilled. Married, 1 child.

John Mutka, 23, Box 65, Friar Hall, Bloomington, Ind. Major: Journalism. Experience: college daily as general reporter, sport writer, assistant sports editor, associate editor, sports editor, 3 semester, knowledge in news photography. Prefer sports-writing. Draft status: 4-F.

James C. Randall, 22, R.R. 1, Aurora, Ind. Major: Journalism-Spanish. Experience: College Daily, 3 yrs. Prefer work leading to foreign correspondence. No military service.

Larry Warshawsky, 21, 632 S. Illinois St., Indianapolis, Ind. Major: Journalism. Experience: College daily, 3 yrs., and some work on Indianapolis Times and News. Prefer sports and news reporting. Commissioned second lieutenant in May. Plan a year's work on master's degree.

Thomas E. Witherspoon, 25, 312 E. Third St., Bloomington, Ind. Major: Journalism. Experience: College weekly (2 yrs.), college daily (2 yrs.) and city daily (1 summer). Prefer news and/or sports reporting. Veteran. Married.

• University of Kansas

Douglas Parker, 24, 1036 New Hampshire, Lawrence, Kansas. Major: News-Editorial Journalism. Experience: city daily, summer; college daily, 2 years; correspondent for daily, 1½ years. Prefer general reporting newspaper. Military obligations fulfilled.

Lee Lord, 24, 805 Ohio St., Lawrence, Kan. Major: News-Editorial and History. Experi-

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ence: College daily, 2 years; cadet reporter on city daily. Prefer reporting or photography on city daily. Military obligation: to be filled.

Bob Macy, 22, 1232 Ohio St., Lawrence, Kan. Major: News-Editorial. Experience: Small city daily, 6 years; college daily, 2 years; cadet reporter on weekly. Prefer sports, police or general reporting. Military obligation: filled.

Alan Jones, 28, 1242 Prairie Ave., Lawrence, Kan. Major: News-Editorial. Experience: college daily, 2 years; cadet reporter on small city daily. Prefer general reporting western U. S. daily. Military obligation: filled.

Robert G. Harwl, 35, 1301 Louisiana St., Lawrence, Kan. Major: News-Editorial. Experience: College daily, 1 year. Prefer general reporting and assistant editorial editor on daily in city of over 25,000. Military obligation: filled.

Jim Cable, 23, 1825 Louisiana St., Lawrence, Kan. Major: News-Editorial. Experience: College daily, 2 years; summer work on city daily. Prefer general reporting or news editor on medium-size daily. Military obligation: to be filled.

• Kent State University

David C. Adams, 27, 551 E. School St., Kent, Ohio. Major: Journalism, news-editorial sequence at Kent State University, Kent, Ohio; Dec. '58 graduate. Experience: 5 years sports desk daily Chambersburg (Pa.), Public Opinion; 3 years Athletic Information Director, Kent State University; 2 years sports desk daily Kent Record Courier. No geographic preferences. Military obligations fulfilled.

Glen Lincome, 26, Box 5-D, Route 1, Suffield, Ohio. Major: Journalism. Experience: Editor of the Kent State University daily newspaper (circ. 5,000); reporter on city newspaper (circ. 35,000); president of undergraduate chapter of Sigma Delta Chi. Prefer small daily newspaper in the East or New England. Military obligations fulfilled.

• Marquette University

John Arimond, 21, 1029 N. 22nd, Milwaukee 3, Wis. Major: news-editorial sequence. Experience: copyboy on a.m. headed AP (Milwaukee) photo-caption writers crew for '57 and '58 World Series, co-editor of college magazine, yearbook photo-editor. Want writing for newspaper or magazine, would like to travel. Military obligations unfulfilled.

Dan Griffin, 22, 663 S. Layton, Milwaukee, Wis. News-editorial major; six weeks suburban weekly internship (reporter-photo); ran UPI election crews two years; eight months copyboy on a.m.; four years student publications, magazine co-editor senior year. Like travel. Six months Army (ROTC) to go. Prefer wire service, magazine, a.m.

• University of Maryland

Daniel J. Rohrer, Jr., 26, 120 East Antietam St., Hagerstown, Md. Major: communications, college newspaper and some feature experience. Prefer any type of journalism with opportunity for feature writing. Married, one child. Military obligation fulfilled.

• University of Michigan

Rene Gnam, 21, 116 N. State, Ann Arbor, Mich. J-grad; experience (New York, Texas, Michigan) includes: 1 yr. wire service, 1 yr. radio, 6 yrs. weekly and daily, 3 yrs. college daily; have car, will locate anywhere.

Ronald Kotulak, 23, 113 N. Ingalls, Ann Arbor, Mich. Major: Journalism. Experience: Summer weekly, 1½ years campus daily. Prefer editorial work on paper or magazine.

• Michigan State University

Larry Gustin, 22, 3628 Brentwood Drive, Flint 3, Michigan. Major: Journalism. Experience: College daily—sports, editorial page and anniversary issue editor. Yearbook—sports editor. Humor magazine. Two summers editor of house magazine. Prefer general reporting or editing. Location: Midwest or Far West.

John Barton, 26, Navy vet., 2733 Glenwood Rd., Royal Oak, Mich. Available April. Major: History, Journalism. Experience: Managing Editor, edit page editor, night editor State News (17,000 AP daily); Copy Editor, Wolverine (5,000); covered Michigan Legislature. Prefer wire service or newspaper, any location. Military obligation fulfilled.

David Rogers, 810 W. Grand River, E. Lansing, Michigan. Major: Journalism. Experience: 6 years on student newspapers, editorial page editor; 1 year part-time, copy desk, rewrite for 100,000 daily; 1 summer news editor for small town weekly. Prefer newspaper, any location U.S., Canada and Alaska.

Edward Scott, 776 Balboa, Canal Zone. Graduate in June with High Honors. French, Spanish, German. Experience: Night Editor State News, (17,000), Swing man, Panama American (15,000) feature-promotion, Lansing State Journal. Will consider opportunity on big town daily starting \$100.

Lyle Sumerix, 939-F Cherry Lane, E. Lansing, Mich. (after June: 538 Forest Ave., Charlotte, Mich.) Major: Journalism. Minor: Advertising. 27, married, vet. Experience: 8 years full and part-time backshop; 3 months as reporter on Mich. weekly papers. Wants news or advertising job.

D. Peter Walters, 21, 314 Aqua Court, Royal Oak, Michigan. Major: Journalism. Experience: Sports editor, editorial director, college daily, reporter-photographer on Detroit suburban weekly, INS and Detroit News correspondent. Prefer daily newspaper or automotive magazine, Michigan-Ohio area or far west.

Lawrence Wroblewski, 15693 Liberal Ave., Detroit, Mich. Major: Journalism. Experience: City editor, night editor, night sports editor, State News (17,000 AP daily); sports editor, Wolverine (5,000); Detroit Times. UPI correspondent. Member, National Basketball Writers Association. Prefer sports, editorial or news job in Midwest, South or West.

• University of Nebraska

Walter Patterson, Jr., 21, Route No. 3, Lincoln, Nebraska. Major: Agricultural Journalism. Experience: Department of Information on College of Agriculture campus, 2 years; U. S. Department of Agriculture Agricultural Journalism trainee, summer; College newspaper, 1 yr. Prefer work with a College of Agriculture information office or farm magazine. Military obligations yet to be fulfilled.

Del Hood, 25, 1801 S. 13th St., Lincoln, Neb. Majors: Journalism, Political Science. Experience: Summer reporting, small daily. Prefer small daily, first class weekly in Northwest. Military obligations fulfilled.

• New York University

Berry Stainback, 24, married, one daughter, veteran—48-28 45th St., Woodside 77, N. Y. Major: Journalism. Experience: copy-editor college paper, editor NYU "News Workshop," quarterly news magazine. President SDX chapter. Won "E & P" award for best critical review 1958. Had one-hour TV play accepted by MCA agency. Prefer magazine or industrial journalism.

Vincent T. Sparano, 24, veteran—31 Fairview Ave., South Orange, N. J. Major: Journalism. Experience: hometown newspaper (reporter 1½ yrs.), Army post newspaper, college newspaper, layout editor college yearbook. Sec-

retary SDX chapter. Short story published in NYU "News Workshop." Prefer magazine or industrial journalism.

Larry Spellman, 23, veteran—1560 Selwyn Ave., Bronx 57, N. Y. Major: Marketing. Minor: Journalism. Experience: all areas of promotion activity for theatrical ventures (theater, variety shows, concerts, dances)—promotion schemes, advertising copy writing, program publicity, representation of talent, fund raising.

Joel Caesar, 21, married—33-60 21 St., L.I.C. 6, N. Y. Major: Journalism. Co-editor and sports editor college paper. Sports editor of Yearbook. Sports correspondent for New York Herald Tribune. Also experienced in business and industrial journalism. Assistant editor for New York "Modern Grocer."

Larry Rabin, 22, married—57-03 Little Neck Parkway, Little Neck, N. Y. Major: Journalism. Experience: high school and college newspapers; have written radio documentary series (7 shows) to be produced on local station. Prefer television work (News or Continuity Dept.) or in publishing house.

Stanley Thomas, 23, veteran—1180 Anderson Ave., N. Y. C. Major: Journalism. Experience: high school and Army newspapers. Prefer newspaper or public relations work; will work overseas.

Marvin Oppenberg, 21—1585 Townsend Ave., Bronx 52, N. Y. Major: Journalism. Experience: co-editor college newspaper (12,000 circ.); campus correspondent New York Herald Tribune, 2 years; responsible for world news edition of NYU paper during N. Y. paper strike; editor NYU News Workshop; associate editor national collegiate magazine; news commentator and writer on school radio station; free lance photographer, 6 yrs.

• University of North Dakota

Bruce Bakke, 25, East Hall, Grand Forks, N. D. Journalism major, radio-speech minor. Experience: sports editor college weekly, summer work on semi-weekly. Sports director college radio station, 2 yrs. Play-by-play announcer with experience in five major sports. UPI stringer. Have written sports columns in two papers. Camera experience. Veteran. Looking for something challenging.

Floyd N. Wurm, 34, 40 Dartmouth Dr., Grand Forks, N. D. Journalism minor, social science major. Experience: 2½ years, North Dakota weeklies. Prefer weekly newspaper. Veteran. To graduate in August.

James G. Meeker, 21, 2600 University Ave., Grand Forks, N. D. Major: Journalism. Experience: Radio and prize-winning college weekly news editor. Prefer Midwest daily or weekly or radio-TV. SDX. Blue Key, good scholastic average. Broad participation in extra-curricular activities. Interested in civic and community affairs.

Norm Cruse, 26, 48 Dartmouth Drive, Grand Forks, N. D. Major: Journalism and Radio-TV. Experience: 2 yrs. commercial radio and UND radio and TV station KFJM; 2 yrs. sports desk, Grand Forks Herald; 1 summer, photo-writer, Detroit Lakes Tribune. Military obligations fulfilled.

John Ketter, 22, 114 South 6th Street, East Grand Forks, Minnesota. Major: Art. Minor: Journalism. Experience: Campus and fraternity publications, weekly paper. Prefer weekly newspaper.

• Northwestern University

AVAILABLE IMMEDIATELY—March master's degree graduate of Northwestern University's Medill School of Journalism. Major in radio-television, with training and experience in all phases of gathering, writing, and broadcasting news, public affairs, special events. Married, draft exempt. Produced, broadcast own panel show, weekly news interpretation. Mel Bloom, 1209 Sherwin, Chicago, Ill.

• Ohio University

Kenneth Fulton, 21, Washington Hall, Athens, Ohio (Home address: 158 W. Wood St., Wilmington, Ohio). Major: News Writing and Editing. Experience: sports writing for Wilmington News Journal August, '56-March, '57, also work on Athens Messenger. Prefer work magazine, newspaper, or public relations. Military service not completed.

Thomas R. Sawyer, 21, 9 Church St., Athens, Ohio (Home Address: 1435 Penniman, Plymouth, Michigan). Major: News Writing and Editing. Experience: Sports for Parkersburg (W. Va.) News, Athens Messenger and campus radio station WOUB. Prefer sports or general reporting. Military service not completed.

John William Click, 22, 2 Van Vorhes St., Athens, Ohio (Home address: Box 164, Warren, Indiana). Major: Masters work in Journalism. Experience: Ball State College news bureau part-time for 2 years, full-time in July and August, 1958. Prefer college teaching, public relations work or house organ editing. Military service not completed.

Jerry Lee Sloan, 22, 46 E. Carpenter St., Athens, Ohio (2969 E. Derbyshire Rd., Cleveland Heights, Ohio). Major: public relations. Experience: Cleveland Plain Dealer copy boy March-September 1955, student assistant in Ohio University public relations office. Prefer public relations, industrial publications, sports or advertising. Military service not completed.

Richard E. Rossi, 21, Shively Hall, Athens, Ohio (Home address: 965 S. Filmore Way, Denver, Colo.). Major: Advertising-management. Experience: College daily, some art and accounting work. Prefer public relations work. Military service not completed.

David L. Ferrell, 22, 24 Morris Ave., Athens, Ohio (Home address: 420 Gasche St., Wooster, Ohio). Major: News writing and editing-Feature. Experience: Reporter-photographer for Wooster Daily Record and photography and public relations work for Agricultural Experiment Station. Prefer newspaper or public relations work. Military status is draft exempt.

Perry J. Eli, Jr., 27, 17 W. Union St., Athens, Ohio (Home address: 75 Lafayette St., Rumson, New Jersey). Major: Radio-TV. Experience: 3 years work for educational radio station, some commercial radio copy writing, work with campus station WOUB, six months as an assistant manager for hotel and restaurant. Prefer Radio-TV news reporting job. Military obligation fulfilled.

David E. Beach, 23, 24 Morris Ave., Athens, Ohio (Home address: 423 Crandal Ave., Youngstown, Ohio). Major: Masters work in radio-TV. Experience: College radio work with WOUB and summer news editor in 1958, public relations director for small group of light fixture stores. Prefer teaching in college or news work in medium sized station. Military service not completed.

Glenn Allen Himebaugh, 23, 17 Kurtz Ave., Athens, Ohio (Home address: 1127 Manor Ave. S. W., Canton 10, Ohio). Major: BSJ from Ohio U. in 1958 and MS in journalism, 1959. Experience: 9 months night city editor of Athens Messenger, 1 summer on state desk of Canton, (Ohio) Repository. Prefer newspaper reporting, wire desk, house organs or advertising copy writing. Military service not completed.

Frederick C. Takacs, College Address: 117 E. State St., Athens, Ohio. Permanent Address: 15 Glendinning St., Norwalk, Conn. Major: BSJ. News writing and editing sequence. Job preference: Sports writing and editing. Experience: 2 semesters reporting, 3 semesters editing Athens Messenger, daily. Military completed.

Robert B. Wilson, College Address: 117 E. State St., Athens, Ohio. Permanent Address: 632 Stonebrook Dr., Dayton, Ohio. Major: BSJ. Job preference: Industry or Company publications. Experience: 2 summers reporter Dayton Daily News; 2 years paid staff member of college daily. Military: Incomplete.

David B. Schneider, College Address: 66 Franklin Av., Athens, Ohio. Permanent Address: 1203 Eppley Av., Zanville, Ohio. Major: BSJ. News writing and editing. Job preference: general reporter and photo work.

Experience: Part time work Zanesville Sunday Times-Signal. Student work at Athens Messenger. Military: Incomplete.

Robert J. Wright, College Address: 305 E. State St., Athens, Ohio. Permanent Address: 452 Point Av., Dayton, Ohio. Major: BSJ. News writing and editing. Job Preference: Reporter, medium or large daily. Experience: 3 years reporter, Dayton Daily News. Military: Complete.

Stanley A. Rodman, College Address: 25 E. Washington St., Athens, Ohio. Permanent Address: 3713 Boardman Av., Baltimore, Md. Major: BSJ. Job Preference: news work. Experience: Copy editor, managing editor campus daily. Military: Incomplete.

James Abrams, College Address: 42 Race St., Athens, Ohio. Permanent Address: 1256 E. 87th St., Cleveland, O. Major: BSJ, news writing and editing sequence. Job Preference: News reporting and editing. Experience: reporter, Marietta, O. Daily Times and two semesters sports reporting, Athens Messenger. Military: Incomplete.

Martin Reichenthal, College Address: 24 S. May St., Athens, Ohio. Permanent Address: 2849 Alisdale St., Toledo, O. Major: BSJ. Radio and TV sequence. Job experience: Photography stringer over 2 years for more than 8 Iowa TV stations. Military: Incomplete. Job Preference: Photographer for magazine, industrial paper or TV.

Raymond P. Crumbley, College Address: 17 Kurtz Ave., Athens, O. Permanent Address: 1707 Clark Ave., Wellsville, O. Major: BSJ. News writing and editing. Job Preference: Reporter for medium daily or large weekly on state desk or city desk. Experience: Intern one summer, weekly, 2 semesters and editing Athens Messenger. Military: Incomplete.

Rodney D. King, College Address: 117 E. State St., Athens, Ohio. Permanent Address: 217 Clough St., Bowling Green, O. Major: BSJ. Job Preference: Industrial publications. Job Experience: 2 semesters, 1 editing, 1 reporting Athens Messenger. Military: Incomplete.

Richard A. Grosenbaugh, 24 Morris Ave., Athens, O. Permanent Address: 504 N. Grant St., Wooster, O. Major: BSJ. Radio-TV news. Job Preference: Radio-TV news work. Experience: 2 years on campus radio staff. Military: Incomplete.

G. Leroy Thomas, Athens Address: Washington Hall, Ohio University, Athens. Permanent Address: 59 Lincoln Ave., Little Falls, New Jersey. Job Preference: Advertising, public relations. Major: BSJ. Experience: Art work on campus publications. Military: Incomplete.

• Ohio State University

Dave Boerner, 21, 5172 Jeannette Rd., Hilliards, Ohio. Major: Editorial Journalism. Experience: 3 yrs. on Ohio State Daily Lantern. Man. ed., wire ed., assoc. city ed. Draft: 1-A. Prefer layout or feature writing.

• Oregon State University

Roger Widness, 21, 602 South 18th, Corvallis, Ore. Major: Science. Experience: City and college newspaper. Editor college daily, 2 years. Prefer newsmagazine, medium size daily or press association. Will go anywhere, start anywhere. Six-month Army stint to fulfill.

Russell Dybvik, 21, Rt. 4, Box 567, Astoria, Ore. Major: Business Administration. Experience: College daily, 4 years; news editor 1 year, United Press International, 1 summer. Prefer press association or medium-size daily. A-1 for draft call.

• Sam Houston State Teachers College

Billy Jon McConal, 21, S.H.S.T.C., Journalism Dept., Huntsville, Texas. Major: Journalism.

Experience: College Newspaper editor, business manager, and college yearbook sports editor; 21 years of farm and ranch life. Prefer magazine or farm reporting. Military obligations fulfilled.

Larry Storrs, 22, Journalism Dept., Sam Houston State College, Huntsville, Texas. Major: Journalism. Experience: College sports editor and publicist, 4 yrs., weekly front and back shop, 6 yrs. Prefer weekly or small daily. Still obligated to Uncle Sam.

James F. Simons, 21, S.H.S.T.C., Journalism Dept., Huntsville, Tex. Major: Business Administration and Journalism. Experience: Weekly newspaper, 4 yrs., Sports Editor of college paper, 1 year. Prefer weekly or small daily.

• San Jose State

Ralph Chatolan, 21, 1700 42nd St., Sacramento, Calif. Major: Journalism. Experience: San Jose State Spartan Daily, two semesters, sports editor. Served internship on San Juan Record, Fair Oaks, Calif., as a reporter. Prefer California newspapers. Military obligation not fulfilled.

Joseph N. Crow, 28, 459 Willow St., Apt. 15, San Jose 25, Calif. Major: Journalism (reporting & editing). Experience: two years agricultural publication, one year college daily. Prefer copydesk job, magazine or newspaper. Prefer southern California area. Military Obligation fulfilled.

Robert V. Crowe, 27, 405 S. 4th St., Apt. 110, San Jose, Calif. Major: Journalism. Married, no children. Experience: 3 semesters college reporter, 5 months Escanaba, Mich., Daily Press, reporter-photog, editor SJSC Summer-times newspaper. Military obligation fulfilled. Prefer California.

John E. Curry, 25, 588 S. 10th St., Apt. C, San Jose 12, Calif. Major: Journalism. Experience: reporter on college newspaper, two semesters; internship, Los Gatos Times-Santa Clara Observer, Los Gatos, Calif. 4 years total. Prefer California newspapers. Military obligation fulfilled.

Philip E. Geiger, 24, 141 E. Spartan City, San Jose, Calif. Major: Journalism. Experience: Army PIO, city and college daily newspaper, 4 yrs. Prefer reportorial position with chance for advancement any area. Military obligation fulfilled.

Raymond B. Helsler Jr., 24, 123 E. Spartan City, San Jose, Calif. Major: Journalism (Radio-TV). Experience: Internship KRON-TV News Department, San Francisco; 1 yr. college daily newspaper. Prefer radio or television documentary writing. Military obligation fulfilled.

William L. Knowles, 23, 52 S. 10th St., San Jose 12, Calif. Major: Journalism. Minor: Economics. Experience: 1 yr. city and campus reporting, college daily; 1 semester copydesk chief, college daily; 1 yr. sports editor, college semi-weekly. Internship rewrite, copydesk, Hayward (Calif.) Daily Review. Prefer copydesk job. Any area. Single.

Hugh J. McGraw, 25, 2480 S. York St., Denver, Colo. Major: Journalism. Experience: City and college daily, magazine work. Prefer reporting with opportunity for interpretation; feature work and column. Military obligation fulfilled.

William I. Phillips, 22, 1637 Washington St., Santa Clara, Calif. Major: Journalism. Experience: City and College daily (editor) newspaper, 4 yrs. Prefer position on metropolitan daily. Married. Non-draftable.

John L. Salamida, 21, 851 N. 15th St., San Jose 12, Calif. San Jose State College. Major: Journalism. Experience: Editor, Sports Editor of college daily, 4½ yrs. with San Jose Mercury-News, sports and general news. Prefer general news or sports reporting on newspaper, radio or television. Military obligation unfulfilled.

George Skelton, 22, 124 S. 11th St., San Jose, Calif. Major: Journalism. Minor: English. Experience: Three summers fulltime news and sports reporter Ventura County Star-Free Press; two years parttime sports reporter. News editor, San Jose State Spartan Daily. Sports editor, Ventura College Pirate Press. Prefer news or sports reporting.

Anthony C. Taravella, 31, 147 N. Redwood, San Jose, Calif. Experience: 4 yrs. USAF Info. Services, base newspapers, Travis AFB historian, general PR; summer, Santa Cruz Sentinel; year, college daily; now student radio-TV and PR assistant at college. Major: Journalism. Prefer radio-TV news writing or daily newspaper.

J. P. vanEttinger, 27, 1315 Sunset Dr., Hermosa Beach, Calif. Major: Journalism. Experience: Jr. college weekly and college daily, 4 yrs.; 4 mos. general assignment reporter/photog on metro daily; 7 mos. 1/2 time photo lab on local daily. Interested in magazine work or any combination work involving travel. Military obligation fulfilled.

• Southern Illinois University

Richard Darby, 1602 E. Oak, West Frankfort, Ill. News and Editorial major. Served as asst. editor of School Press Editor, Southern Ill. School Press Assn. Managing editor of The Egyptian, Southern Illinois University newspaper. Parttime work for daily newspaper. Married. Will graduate in June with B.S.

Leonard J. Baldyga, 27, 5053 W. 32nd St., Cicero 50, Ill. Major: News and Editorial. Experience: Reporter and managing editor college newspaper; assistant to publisher and production manager Berwyn Publishing Co., two years; wire editor Marion Daily Republican; proofreader Barrington Press, Inc.; well experienced in technical side of industrial publications. Veteran. Prefer editorial side of newspapers and work on magazines. Will locate anywhere.

Joe B. Blewett, 313 W. Freeman, Carbondale, Illinois. March graduate with BS in journalism. Experience: Editor of The Egyptian, SIU college newspaper, SIU Information Service and Southern Illinoisan. Desire news reporting position.

Charles Raymond Serati, 22, 1300 W. Adams St., Herrin, Ill. Major: News and Editorial. Experience: two years general news reporting on Southern Illinoisan and report on Egyptian. Single. Military status: 1-a. Would like job on paper with circulation between 20,000 and 30,000.

Carl E. Martz, 21, Windsor, Illinois. Major: Journalism, specializing in Community Newspaper. Activities: Associate Editor and Editor of Obelisk, college year book. Experience: 1952-58, Windsor Gazette, printer, summer-time and after school; 1955-56, Colorado A & M College, Duplicating Service, printer; 1956-57, Southern Illinois University, Printing Service, printer; 1958, Sparta News-Printer, general work; 1959, Gilbert Research, field representative. Type of job wanted: Weekly newspaper field, industrial publications, commercial printing.

• Southern Methodist

Thomas Halley, 23, 13530 Brookgreen Drive, Dallas 30, Texas. Major: Journalism. Experience: editor weekly junior college paper, associate editor semi-weekly university paper and part-time football rewrite with Dallas daily. Prefer industrial journalism or trade magazine. Military obligation: 4F.

Delwyn R. Amerline, 24, 5901 Fulton St., Houston, Texas. Majors: Economics and Journalism. Minor: Government. Experience: College semi-weekly and some free-lance. Prefer medium-size newspaper in medium town. Military: veteran, active member of Army Reserve.

• Syracuse University

Paul F. Schonewolf, 22, 20 Coolidge Dr., Snyder 26, N. Y. (home), 700 University Ave., Syracuse, N. Y. Major: Public Relations in Journalism, Sociology in Liberal Arts. Experience: sports ed'or, Syracuse Daily Orange; Prefer, public relations, publicity work.

Edward C. Hotelling, 21, 748 Comstock Ave., Syracuse 10, N. Y. (college), 4 Russell Street, Saratoga Springs, N. Y. (home). Major: Newspaper journalism, American Studies. Experience: editor, Syracuse (University) Daily Orange; reporter-photographer-desk editor, Saratoga Springs Saratogian. Prefer, political, city planning and government, theater, education and sports writing.

• Temple University

Arthur Niedleman, 21, 237 S. 48th St., Philadelphia, Pa. Major: Journalism. Experience: Editorial clerk for the Philadelphia Inquirer; sports rewrite for the Philadelphia Scholastic Score Service, college newspaper. Preference: Metropolitan daily or trade journal. Will relocate.

• University of Tennessee

Robert Sasser, 23, 2326 Highland Ave., Knoxville 16, Tenn. Major: Journalism. Experience: College newspapers, 4 years; one summer on the (Memphis) Commercial Appeal as reporter. Prefer newspaper reporting or desk work. Member of Army Reserve—draft exempt.

• University of Texas

Will graduate from University of Texas J-School June. Desire opportunity on city daily, company publication, or any "writing job." Earned total college expenses, 21, single. Experience: work on high school and Daily Texan, reporter on city daily, light airline publicity. Bill Barron, 2809 C Rio Grande, Austin, Texas.

Robb K. Burlage expects to receive B.A. at University of Texas, June, 1959. Journalism-liberal arts student; Editor-in-Chief of The Daily Texan, student newspaper; board of directors National Student Editorial Affairs Conference; 2.5 average on 3.0 system. Interested primarily in public affairs reporting. Military obligation being fulfilled through reserve duty. Single, have car. Write School of Journalism, University of Texas, Austin.

August graduate of University of Texas School of Journalism desires position with metropolitan daily. Over-all A average in journalism and elective courses. Experience: news editor, campus editor and exchange editor on Daily Texan. Part time reporter for Associated Press in Texas State Capitol and member of Capitol Staff. Larry Hurwitz, 2420 McCall Rd., Austin, Texas.

Graduate June, 1959, University of Texas. Four years on Daily Texan. Have held positions of amusements editor, news editor, managing editor. Three months with Austin American-Statesman. Interested in general reporting and desk work. Examples on request. Write George Runge, 222A Moore-Hill Hall, Austin, Texas.

Carl D. Howard, 22, 313 E. White Avenue, San Antonio, Texas. Experience: Summer work as general assignment reporter on The Houston Post, all phases reporting, editing on Daily Texan, campus daily. Served as student assistant in School of Journalism. Prefer general reporting, feature work.

August, 1959, University of Texas journalism graduate in public relations desires position on internal house organ. Three years experience with publicity for UT Longhorn Band. References and samples on request. Contact J. M. Haynes, Jr., 1906 Wichita, Austin, Texas.

Jack Moseley, 2710 Nueces, Austin, Texas. Experience: reporter-feature writer for Daily Texan, Texan wire editor, Texan issue editor and special edition editor. Press relations for Kilgore College and Rangerettes with articles in major papers of more than 12 states. Will consider any position with chance for advancement on house organ, newspaper (daily), or Public Relations. References, samples on request.

• University of Washington

Larry H. Larson, 21, Route 1, Arlington, Washington. Major: Agricultural Journalism. Experience: College daily newspaper, 2 years. Agricultural magazine, reporter 1 year; editor 1 year. Prefer agriculture magazine or radio-TV farm news reporter. Military obligation not fulfilled.

• Washington State College

Al Watts, 24, N. 5315 Whitehouse St., Spokane, Washington. Major: Journalism. Experience: College daily newspaper, 4 years; editor 1 semester. Prefer small daily editorial work. Military obligation unfulfilled.

Bradley Munn, 22, 204 Virginia Drive, Ventura, California; journalism-education major, 3.3 grade point. City and college daily, weekly newspaper experience. News, sports, photo and management most appealing. Prefer small daily or weekly in West or Midwest or teaching in college; single, military to do.

James Gies, 21, Box 31, Odessa, Washington. Major: Journalism. Experience: Summer weekly experience, college daily, 4 years, including editor. Prefer public relations, trade magazine or house organ. Two year military obligation.

• Wayne State University

Don Goodrow, 25, 3950 St. Jean, Detroit, Mich. Veteran. Major: Journalism. Experience: City-County beat, metropolitan weekly (six mos); eight years, A&P Publications Office, preparing manuals and business forms for offset reproduction; one year, organizing, editing, doing layouts for college magazine. Seeking all-around post. Prefer: political reporting, magazine editing.

• University of Wisconsin

Leonard Gashel, 23, 619 N. Lake st., Madison, Wisconsin. MA (Journalism) University of Wisconsin. Experience: College newspaper, magazine; editorial-feature writing, Columbia Missourian; free lance writing for Editor & Publisher, other national magazines. Willing to relocate anywhere in U.S. Prefer news, sports, feature or editorial work on newspaper under 50,000 circulation.

Frank Arneson, 25, 612 Howard Pl., Madison, Wisconsin. Major: Journalism. Experience: Reporter for two weeklies and one service newspaper; free lance writing. Prefer general reporting on newspaper in or near large metropolitan area. Korean War veteran, U.S. Navy. Married, one child.

Ted Hartman, 23, 506 1/2 Dunning st., Madison, Wisconsin. Graduate from University of Wisconsin, with BS Journalism, in June. Married, two children. Veteran, no reserve obligation. One year experience UW Extension Division as reporter, feature writer and photographer. Two years free lance as writer and photographer. Prefer West Coast location, but not essential.

Richard Martin, 26, 638 State st., Madison, Wisconsin. BS (Journalism) University of Wisconsin (June graduate). Experience: City, college newspaper; minor free lancing; college speech work. Prefer TV or radio news. No regional preference. Military obligation fulfilled.

IF you're one man in 14,000, you borrowed, found or stole this magazine. Who are all these Sigma Delta Chi people? you're probably asking by now. How did they get that way? What are they up to?

You'll find the whole story (most of it fit to print, all of it fascinating to read) in **FIFTY YEARS FOR FREEDOM**, by Charles C. Clayton. You'll learn how a handclasp in 1909 led to a world-wide band of brothers; why, although the scope of Sigma Delta Chi has grown fantastically in five decades, its aims and ideals remain the same.

And you'll learn the serious purpose of the fraternity: its continuous and persistent efforts to keep open the channels of information, and its insistence upon the journalist's right to access to the news—and freedom to report it. You'll also find photographs of Sigma Delta Chi members. Get a copy *now*.

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